

FACT SHEET**DIGITAL PARTICIPATION PLEDGE AWARDS**

Announced during the Committee of Supply Debates 2019, the Digital Participation Pledge (DPP) encourages organisations from these sectors to take action to help more people become digitally ready, in support of the Digital Readiness (DR) movement. Being digitally ready will enable everyone to tap on the opportunities afforded by technology to improve their quality of life.

Organisations that pledge will commit to fulfilling at least one of the actionable items, such as safeguarding personal data or promoting DR messages at their premises. As of July 2019, more than 600 organisations have taken the Digital Participation Pledge.

The Digital Participation Pledge (DPP) Awards is the nation's highest accolade which aims to give recognition to Singapore-based organisations who have exemplified the spirit of corporate citizenship and digital readiness, or who have pledged to empower their employees and customers to embrace the digital future.

Organised by IMDA and MCI, the inaugural DPP awards will be held in conjunction with the SG:D Techblazer Awards at the Singapore Tech Industry Gala Night in November 2019.

DPP Award Categories and Judging

There are two award categories:

- Large organisations (200 and more employees);
- Small and Medium Sized Organisations (less than 200 employees)

Judging criteria:

- Impact of the initiative
- Organisation Engagement (level of participation by management and staff)
- Sustainability of the project
- Innovation

The judging panel comprises:

- Ms Yong Ying-I, Permanent Secretary, Ministry of Communications and Information, Chairperson of the Digital Readiness Council
- Mr Douglas Foo, Deputy Chairperson of the Digital Readiness Council, Chair of Digital Readiness Network, Founder and Chairman of Sakae Holdings Ltd
- Ms Tin Pei Ling, Deputy Chairperson of the Digital Readiness Council, Chair of Digital Readiness WOG Workgroup, MacPherson MP, Deputy Chair of the Communications and Information GPC
- Ms Anita Fam, Member of the Digital Readiness Network, Senior Director of TOUCH Community Services,

Organisations can submit their nominations online at www.mci.gov.sg/dppawards. The closing date is 2359 hours on 30 August 2019.

About Digital Participation Pledge

The Digital Participation Pledge (DPP) encourages the private, people and public organisations to take action to help more people become digitally ready. Organisations can pledge to equip employees/ students with digital skills; educate customers/ clients/ stakeholders on the use of their digital services; offering and designing their digital services to be inclusive and safe; and volunteering or giving resources to support digital-readiness efforts. More details at www.digitalreadiness.sg/pledge

FACT SHEET**“STOREYS” COLLABORATIVE INITIATIVE BETWEEN CREATIVESATWORK AND
IMDA**

Media agency CreativesAtWork, supported by the Infocomm Media Development Authority (IMDA), has launched a new initiative called “STOREYS” to discover, fund and promote independent content creators. The initiative is part of IMDA’s efforts to extend the reach of public service content to digital platforms.

Under the theme “Framing a Better Home”, the initiative encourages content creators to create impactful stories to drive positive social change in Singapore, under the following categories: Community, Elderly, Environment, Family, Underprivileged and Youth.

Seven independent local content creators have already joined new initiative: Singapore actor and online personality Andie Chen, up-and-coming digital content creator Jaze Phua, and independent filmmakers Anshul Tiwari, Clare Chong, Derrick Lui, Ghazi Alqudcy and Stanley Xu. These local content creators will choose a social theme and create compelling stories with a positive message to drive social change in our local community. CreativesAtWork has launched an open call-for-entries to invite another eight other content creators to participate in this national social impact journey.

Selected content creators will receive guidance from award-winning mentors, such as Nas Daily, vlogger and creator of popular video series Nas Daily; and Josiah Ng, Head of Film and Social Content at advertising firm DDB Group Singapore, in creating a video based on their chosen cause. IMDA will provide content creators with a six-month access to PIXEL’s co-working space and production facilities, such as video and audio studios, film production equipment and editing software.

The completed videos will be shared online through social media, with the final eight story submissions selected based on panel evaluation and audience voting. The short film with the highest number of local views will receive funding to produce a second video. STOREYS aims to distribute these stories to global audiences, by submitting the videos to international film festivals.

Submissions for “STOREYS” will close on 13 August, and the selection will take place from 14 to 31 August 2019. Mentorship and production will commence from September till December 2019. The final videos will be released from January 2020.

For more information about STOREYS and to submit your original stories, please visit www.storeys.video

About CreativesAtWork

Based in Asia, CreativesAtWork is a media agency that brings together project owners and media freelancers from all over the world. We work with top-performing media freelancers to provide a complete solution to every project owner's content creations' needs and requirements. To find out more about us, please visit www.creativesatwork.asia and follow us on Facebook @creativesatwork.asia

About the Infocomm 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 or follow IMDA on Facebook and Twitter @IMDAsg.

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