Community
The Most Connected Communities

> Singtel believes firmly in the education and promotion of responsible digital citizenship. We are honoured to have been involved in the development and implementation of the DQ framework right from the beginning. A global standard for digital literacy and skills is important in developing education programmes for people, especially children, so that they have the social, emotional and cognitive abilities to thrive amid the challenges of our digital world.
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DIGITAL CITIZENSHIP AND ONLINE SAFETY

The rise of mobile and technology in this digital age has resulted in better connectivity and convenience for people. However, this has also created unintended consequences as children and youth have become increasingly vulnerable to the associated risks, such as device and gaming addiction, inappropriate online content and cyber bullying.
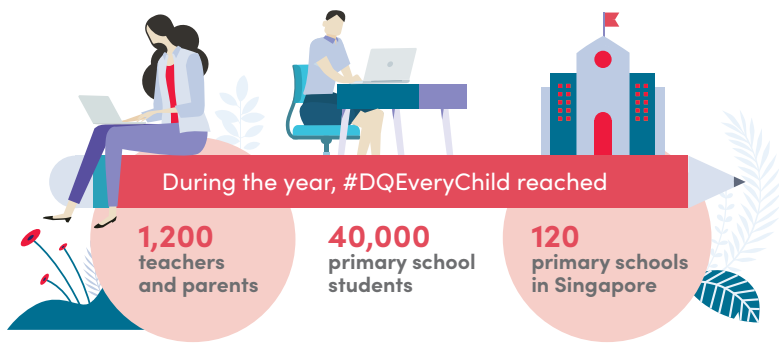
Singtel aims to play a proactive role to mitigate such risks by educating our customers and promoting responsible digital citizenship among vulnerable children and youth. These interventions support our efforts towards the UN Sustainable Development Goal 3 on Good Health and Well-being.

Since 2014, the Singtel Group Digital Thumbprint Programme has created and implemented educational programmes, leveraged our technology and provided resources, as well as partnered leading community organisations to empower and equip responsible digital citizens to thrive in the digital era.

In Singapore, we continued our strategic collaboration with DQ Institute – from helping to fund the #DQEveryChild programme development in 2016 to implementing the programme and bringing it to the primary schools in Singapore. During the year, with Singtel's support, #DQEveryChild reached 120 primary schools, more than 40,000 primary school students and 1,200 teachers and parents in Singapore. In February 2019, our Thai associate AIS also announced its collaboration with DQ Institute to promote digital intelligence or DQ of children in Thailand.

Figure 3:
The Eight Core DQ Competencies

Digital Citizen Identity
Ability to build and manage a healthy identity online and offline with integrity

Privacy Management
Ability to handle with discretion all personal information shared online to protect one's and others' privacy

Screen Time Management
Ability to manage one's screen time, multitasking, and engagement online with self-control

Critical Thinking
Ability to distinguish between true and false info, good and harmful content, and trustworthy and questionable contacts online

Cyberbullying Management
Ability to detect cyber-bullying situations and handle them wisely

Digital Footprints
Ability to understand the nature of digital footprints and their real-life consequences and to manage them responsibly

Cyber Security Management
Ability to protect one's data by creating strong passwords and to manage various cyber attacks

Digital Empathy
Ability to be empathetic towards one's own and others' needs and feelings online

During the year, #DQEveryChild reached

1,200
teachers
and parents

40,000
primary school
students

120
primary schools
in Singapore

DQ is a comprehensive set of digital competencies required to thrive in the fourth industrial revolution (see Figure 3). Its fundamental competence is digital citizenship which enables individuals to use technology safely and responsibly. It was subsequently identified as a global common framework for digital literacy, skills and readiness by the Coalition for Digital Intelligence, comprising OECD, IEEE Standards Association (IEEE SA) and DQ Institute, and in association with the World Economic Forum. Singtel is also involved as a member of the standardisation working group of IEEE SA.

In Australia, our Digital Thumbprint with Kids Helpline is an early intervention programme delivered free to primary schools. Using Optus technology, we bring Kids Helpline counsellors into classrooms and create a safe environment where students can discuss positive online behaviours and interactions. Over 10,000 primary school students in Australia access this programme each year.

In addition, our Digital Thumbprint programme reaches more than 37,000 high school students in Australia annually. In May 2018, 16 Optus employees were trained to deliver Digital Thumbprint workshops to students, enabling them to contribute directly towards teaching students about positive online presence and behaviour.

After the successful run of our inaugural Digital Smarts Day last year, we hosted two this year, which were attended by 345 primary and high school students. Based on our Digital Thumbprint programme, partners like Kids Helpline and ABCN delivered cyber wellness and digital citizenship education to students at these sessions, facilitated by our trained staff volunteers.

Parents play a critical role in educating and influencing a child's usage of digital technology and media and his online behaviour. During the year, we upgraded notAnoobie, our cyber wellness mobile application for parents launched in mid-2014. Available at **www.notAnoobie.online**, parents can get up-to-date information on cyber issues like fake news and arm themselves with knowledge on gaming addiction and how to identify cyber bullying, as well as useful digital parenting tips.

EDUCATION AND EMPLOYABILITY

One key area we focus on is support for youth with disabilities so that they will be ready to join the workforce and lead independent lives. This is a natural extension of our long-term support for special education through STLF.

We play an active role in connecting the broader ecosystem of partners to advance the disability employment agenda in Singapore. Together with other like-minded companies, Singtel became a founding member of the Singapore Business Network on DisAbility (SBNoD) that hopes to advance equitable employment opportunities for persons with disabilities through awareness, shared expertise, network and resources. During the year, Singtel, as the co-chair of SBNoD, continued to support SG Enable's mentorship and internship programmes for tertiary students with disabilities as well as universities career fairs and CV clinics.

Since 2015, we have placed nine interns with various disabilities like vision, hearing and physical impairment and Autism Spectrum Disorder across our organisation. We have also fielded 13 staff mentors from Singtel's middle and top management for the RISE Mentorship programme.

In Australia, we continued our Pathways2Employment Programme as part of our commitment to helping young people build confidence and skills and provided opportunities for them to secure employment with Optus Retail. During the year, we delivered eight sessions across five states, equipping 185 young people with job interview and retail skills. They were supported and coached by 60 Optus Retail employees across Adelaide, Melbourne, Perth, Queensland and Sydney. All students received an Optus Retail Certificate, with 23 of them obtaining employment at our Optus 'yes' stores over Christmas.

Each year, Digital Thumbprint programme reaches

more than
10,000
primary
school
students

Positive online
presence and
behaviours

more than
37,000
high school
students

Digital Citizenship

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