# 無障礙網頁
# 嘉許計劃

## Web Accessibility Recognition Scheme

# 無障礙網頁
# Web For All

主辦機構 Organisers

Office of the Government Chief Information Officer

平等機會委員會
EQUAL OPPORTUNITIES COMMISSION

# Web Accessibility Recognition Scheme

## Introduction

香港擁有先進發達的電訊網絡，是區內主要的電訊及互聯網樞紐。互聯網在現今社會無處不達，已成為生活上不可或缺的一部分。而網站亦在傳播資訊和提供服務上擔當重要角色，有助企業對公眾和客戶建立良好形象。然而，一些網站的網頁設計，卻對部分人士瀏覽網頁時構成障礙，特別是殘疾人士。因此為網站加入無障礙網頁設計，可令網站能觸及到最廣泛的用戶群，也有助建構一個數碼共融的社會。

政府資訊科技總監辦公室和平等機會委員會合辦無障礙網頁嘉許計劃，希望透過表彰採用無障礙網頁設計的網站，推動更多企業和機構在其網站採用無障礙網頁設計，讓社會各階層包括殘疾人士更方便地獲取網上資訊和使用網上服務。

Leveraging a robust telecommunications network, Hong Kong is a major telecommunications and Internet hub in the region. Nowadays, the Internet has become a ubiquitous component in our community and an indispensable part of our daily lives. Websites also play a vital role in disseminating information, delivering services and projecting positive corporate image to the public and their customers. However, barriers in some websites make their contents inaccessible to some segments of the community, particularly the persons with disabilities. Making websites accessible will therefore extend their reach to the widest possible audience. It also helps foster a digitally inclusive society.

The Office of the Government Chief Information Officer (OGCIO) and the Equal Opportunities Commission (EOC) co-organise the Web Accessibility Recognition Scheme (Recognition Scheme) to show appreciation to businesses and organisations which have made their websites accessible, with an aim to encourage adoption of web accessibility to facilitate access to online information and services by all segments of the community including persons with disabilities.

## Objectives

- 鼓勵本地企業及機構在其網站採用無障礙網頁設計
- 嘉許及表揚在其網站採用無障礙網頁設計的企業和機構
- 向參與計劃的機構提供無障礙網頁設計的諮詢服務，以協助其網站達到嘉許計劃內的無障礙網頁設計要求

- Encourage local businesses and organisations to adopt accessibility design in their websites
- Recognise efforts and accomplishments of those organisations that have implemented accessibility features in their websites
- Provide web accessibility advisory support to participating organisations in conforming to the requirements

## Benefits

計劃表彰採用無障礙網頁設計的機構，參與計劃的機構除可建立關懷社會的企業形象外，並可享免費的無障礙網頁評估及諮詢服務，幫助提升網站的無障礙網頁功能。獲嘉許的機構，更可在多方面受惠：

- 讓社會不同階層更容易瀏　網站，令網站更受歡迎
- 為建構關懷共融社會出一分力

The Recognition Scheme recognises efforts in making websites accessible. Participating organisations can establish a caring image and receive free advisory support to improve the accessibility of their websites. Those fulfilling the judging criteria will be able to –

### Social Responsibilities
- Make websites more accessible and friendly to different segments of the community
- Contribute to a more caring and inclusive society

- 獲頒發獎項，表揚機構的成就和努力
- 建立正面企業形象

- 令員工熟悉無障礙網頁設計的國際指引及良好作業模式

- 　　更多網上客
- 方便搜尋器檢索網站資訊，有助網站在搜尋結果中排得更高位置

## Recognition and Achievements
- Receive an award which recognises and publicises achievements and good work
- Build a positive corporate image

## Cost Savings
- Familiarise staff with international guidelines and best practices on barrier-free website design and maintenance

## Enhancing Competitiveness
- Reach out to more online customers
- Make websites more friendly to search engines, which in turn helps get more prominent ranking in search engine results

## Eligibility

所有本地企業和機構，包括私營機構、非政府機構、學界和半政府機構等，均可參加計劃。

The Recognition Scheme is open to all local businesses and organisations including private sector, non-government organisations (NGOs), academia or quasi-government organisations, etc.

## Awards

銀獎標誌 Silver Award Logo



Web For All

金獎標誌 Gold Award Logo



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　　— 網站須符合銀獎級別全部10個評審準則，以提供無障礙網頁設計的基本功能

　　— 網站須符合銀獎級別所有評審準則及金獎級別全部11個評審準則，以提供基本及主要的無障礙網頁設計功能

有關評審準則詳情，請參閱申請指南。申請指南及申請表可於以下網址：http://www.webforall.gov.hk。

**Silver Award** – Achieve all 10 judging criteria under Silver Category to provide basic web accessibility features

**Gold Award** – Attain Silver Award and achieve all 11 judging criteria under Gold Category to incorporate basic and key web accessibility features

For details about the judging criteria, please refer to the Guide to Application and Application Form which can be downloaded from http://www.webforall.gov.hk.

## Application Procedures

有意參加的機構，請填妥申請表，並連同有關文件，在申請限期前親自遞交或郵寄至下列地址：

To apply for the Recognition Scheme, an organisation shall complete the Application Form and return it together with necessary documents to the OGCIO in person, or by post to the following address on or before the application closing date:

**Web Accessibility Programme Office**
**Office of the Government Chief Information Officer**
**15/F, Wanchai Tower, 12 Harbour Road, Wan Chai, Hong Kong**

## Timetable

| 接受報名 | 2012年10月31日至2012年12月14日 |
| --- | --- |
| 初步評估及諮詢服務 | 2012年10月31日至2013年2月14日 |
| 最終評估 | 2013年2月15日至2013年3月31日 |

獲嘉許的企業/機構將於2013年4月上旬接獲個別通知。所有獎項將在2013年4月15日之頒獎典禮頒發。

| Stage | Period |
| --- | --- |
| Application Period | 31 October 2012 - 14 December 2012 |
| Initial Assessment Period and Provision of Advisory Services | 31 October 2012 - 14 February 2013 |
| Re-assessment Period | 15 February 2013 - 31 March 2013 |

Winning businesses/organisations will be notified individually in early April 2013.  All prizes will be presented at the Awards Presentation Ceremony to be held on 15 April 2013.

## Enquiries

| : | 2582 4606 |
| : | 2802 4549 |
| : | wac@ogcio.gov.hk |

政府有權就嘉許計劃有關的任何事宜作出最後的決定。

| **Tel. no.:** | 2582 4606 |
| **Fax no.:** | 2802 4549 |
| **Email address:** | wac@ogcio.gov.hk |

The Government reserves the right to make final decision on any matters about the Recognition Scheme.