

# Be NetWise Internet Education Campaign 「做個智Net的」互聯網教育活動

Building a safe environment  
營造健康上網文化



**Sponsor** Office of the Government Chief Information Officer

**Supporting Organizations**

Café de Coral Group Limited	Microsoft Hong Kong Limited
Customs and Excise Department	Office of the Privacy Commissioner for Personal Data
E-Mice Group	Office of the Telecommunications Authority
Education Bureau	Television and Entertainment Licensing Authority
Hong Kong Internet Registration Corporation Limited	
Hong Kong Police Force	
Intellectual Property Department	

**District Coordinators**

Aberdeen Kai-Fong Welfare Association Social Service Centre	Hong Kong Children and Youth Services
Asbury Methodist Social Service	Hong Kong Employment Development Service Limited
Caritas Hong Kong	Salvation Amy
Christian Action	St. James' Settlement
Friends of Scouting	Tung Wah Group of Hospitals
Holy Carpenter Church Community Centre	

**Other Coordinators** Hong Kong Family Welfare Society YMCA of Hong Kong  
I.T. People Association of Hong Kong

## internet awareness and communication

Sponsored by the government, and with the Federation as the Central Coordinator, this one year territory-wide Internet "Be Netwise" Education Campaign began in September 2009. The Campaign's aims are enhanced awareness of safe online behaviour, especially among primary and junior secondary students.

Over 400 young people are employed and trained as Internet Ambassadors to advocate the Campaign message. Many of them have become more proactive and self-confident as a result. The NetWise Support Centre for Families was also set up with a hotline to provide a one-stop service for parents and children, who argue about using the Internet. School talks are organized to promote Internet safety for students, and schools are sponsored to establish Internet Safety Societies. Educational activities such as exhibitions, multimedia contests, educational online games, etc. are also provided.

**全力支持** 資訊科技總監辦公室

**支持機構** 大家樂集團有限公司  
香港海關  
億軟集團  
教育局

香港互聯網註冊  
管理有限公司  
香港警察  
知識產權署  
微軟香港有限公司

香港個人資料  
私隱專員公署  
電訊管理局  
影視及娛樂事務管理處

**地區統籌** 香港仔街坊福利會  
社會服務中心

循道衛理亞斯理社會服務處  
香港明愛  
基督教勵行會

香港童軍總會童軍  
知友社  
聖公會聖匠堂  
香港青少年服務處  
香港職業發展服務處

救世軍  
聖雅各福群會  
東華三院

**其他統籌** 香港家庭福利會

香港I.T.人協會

香港基督教青年會

## 提高善用互聯網意識和溝通技巧

為促進社會各界善用互聯網，尤其是提高中、小學生對網上潛在危機及適當網上行為的意識，本項目獲政府資訊科技總監辦公室撥款推行，為期一年。青協獲委任為中央統籌機構。

逾400名青年獲聘任為「互聯網大使」，受訓後負責推廣善用互聯網的訊息，多位大使從中建立自信，且態度變得主動和積極。同時，「智Net」家庭支援中心和支援熱線的設立，為家長及青少年提供一站式服務，協助他們預防和面對因使用互聯網而產生的兩代衝突。另舉行學校講座，直接向學生推廣互聯網安全，又贊助學校成立與善用互聯網有關的學會和小組。展覽、多媒體比賽、網上遊戲等均提供豐富資訊，讓更多青少年和市民大眾受惠。



"I was once addicted to the Internet. However, after working as an Internet Ambassador, I now abstain from surfing online too much, and have become more positive to both life and work. I sincerely hope that I can serve the community, and advocate the message of 'Be NetWise' as an ex-Internet addict."

Chow Kin-lok, Internet Ambassador

「我曾是一個頗沉迷上網的青年人，不過獲聘任為互聯網大使後，我除了改變沉迷上網的習慣，面對工作或人生都比過往更積極。我誠心服務大眾，希望以過來人的身份宣揚不要沉迷上網的訊息。」

互聯網大使 周建諾