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HSBC HELPS 3,000 STUDENTS CLOSE THE DIGITAL DIVIDE

Gleeful E-Learning Journey Programme Offers Free Electronic Devices and Training Workshops to Make Online Learning Better for Students

HSBC has partnered with St. James' Settlement to help Hong Kong students and parents from low income families gain access to online learning and enhance their digital literacy.

The Bank is gifting more than HKD10 million to St. James' Settlement to purchase tablets and mobile Wi-Fi routers to benefit 3,000 students from disadvantaged background through the Gleeful E-Learning Journey Programme. This donation adds to the HKD60 million COVID-19 relief programmes announced in April 2020 by HSBC, as part of the Bank's multi-faceted initiatives to support individuals, businesses and the community affected by the pandemic in Hong Kong.

Josephine LEE, Chief Executive Officer, St. James' Settlement, and **Diana CESAR, Chief Executive, Hong Kong, HSBC,** today visited a primary school in Kowloon Bay.

Ms CESAR said, "COVID-19 has permanently changed how people are using technology in their everyday lives. As schools increasingly integrate online learning with traditional education, we need to ensure that we do not leave students who are less digitally equipped further behind in a post-coronavirus world. I am particularly impressed by how the Programme engages with families holistically to help our young people navigate some of the challenges they may be facing at school and in their social lives."

Ms LEE said, "We are together to fight against the epidemic. We hope to provide the deprived students with the equal learning opportunity and to enhance their digital competence under the rapid changing learning mode. Thank you HSBC for the encouragement and generous support to these students."



The Gleeful E-Learning Journey Programme supports primary one to secondary three students, who are half-grant recipients of the School Textbook Assistance Scheme or come from families not qualified for the Community Care Fund due to special reasons. Schools from districts with higher poverty rate in Hong Kong will be given priority under this Programme. St. James' Settlement will invite schools to submit applications.

The Programme also provides a variety of workshops for both the students and their parents, covering digital competence, emotion management, and parent-child relationship. Students can expect to improve their digital skills to make the most out of technology for effective learning. Parents will focus on coaching and how to help their families use technology responsibly and safely.

A survey conducted by St. James' Settlement in August 2020 shows that students, who fall outside of the social safety net, often do not have sufficient resources for online learning. Nearly 40 per cent of the surveyed schools said families who are half-grant recipients of the School Textbook Scheme cannot afford to pay for a computer. About 30 per cent of the schools said students give up learning opportunities because of poor Wi-Fi or data support.

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Note to editors:

Photo	Caption
	<p>Josephine LEE, Chief Executive Officer, St. James' Settlement (right), and Diana CESAR, Chief Executive, Hong Kong, HSBC (left), today visited a primary school in Kowloon Bay.</p>
	<p>Student representatives presented a painting to Diana CESAR, Chief Executive, Hong Kong, HSBC.</p>

The Hongkong and Shanghai Banking Corporation Limited

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