

Delivering Digital Inclusion: Tackling Social Exclusion Through Technology

Anna Bradley 9 December 2009

What I will cover...



- The growing importance of digital participation
- Starting with consumers and citizens: a framework for digital inclusion and participation
- Motivation and the role of online public services; and
- The universal broadband commitment

The growing importance of digital participation

A framework for digital inclusion and participation

What people need to get the most out of the internet



| | What people no | eed to get the most | out of the internet | |
|------------------------------------|--|--|---|--|
| To get interested | To get online | To make it work | To manage the risks | To enjoy the benefits |
| I know what the internet is | I know what equipment and services I need | I can set up and use the equipment | I can protect myself (and my children) online | I can communicate effectively |
| I know what the benefits are | I know how much it will cost | I can find the content/info I am looking for | I know my rights & responsibilities online | I can interact with the content/ services I choose |
| I have a reason to use it | The services/ equipment I need are available | I can get help when I need it | I know whether content & services are truthful & reliable | I can create content if I choose |
| | The services/ equipment I need are affordable | | | |

What older people need to get the most out of the internet



| | What older peopl | e need to get the mo | ost out of the internet | |
|------------------------------------|---|--|---|--|
| To get interested | To get online | To make it work | To manage the risks | To enjoy the benefits |
| I know what the internet is | I know what equipment and services I need | I can set up and use the equipment | I can protect myself (and my children) online | l can communicate effectively |
| I know what the benefits are | I know how much it will cost | I can find the content/info I am looking for | I know my rights & responsibilities online | I can interact with the content/ services I choose |
| I have a reason to use it | The services/ equipment I need are available | I can get help when I need it | I know whether content & services are truthful & reliable | I can create content if I choose |
| | The services/ equipment I need are affordable | | | |

What young people need to get the most out of the internet

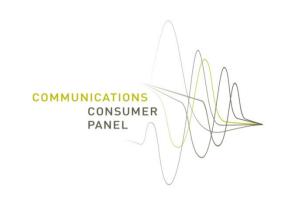


| To get interested | To get online | To make it work | To manage the risks | To enjoy the benefits |
|------------------------------------|--|--|---|---|
| I know what the internet is | I know what equipment and services I need | I can set up and use the equipment | I can protect myself (and my children) online | l can communicate effectively |
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Motivation and the role of online public services

The universal broadband commitment

Over to you



Thank you

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