

# ***Digital Inclusion strategies***

***Perry Gruber***



# The VITAL 21<sup>st</sup> Century Asset

## Citizen Centric Transformation

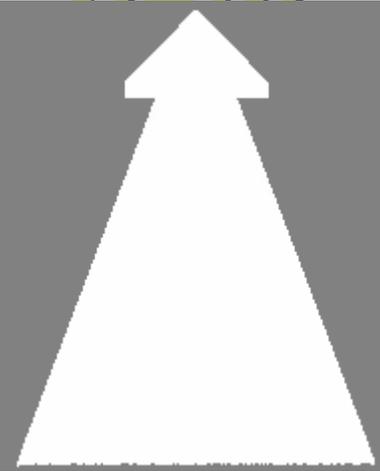
ACCESS:

HEALTHCARE + EDUCATION + ECONOMIC + PUBLIC SAFETY + ENTERPRISE

# WHY



COMM INFRASTRUCTURE + DIGITAL LITERACY + TECHNOLOGY ACCESS + HUMAN CAPITAL

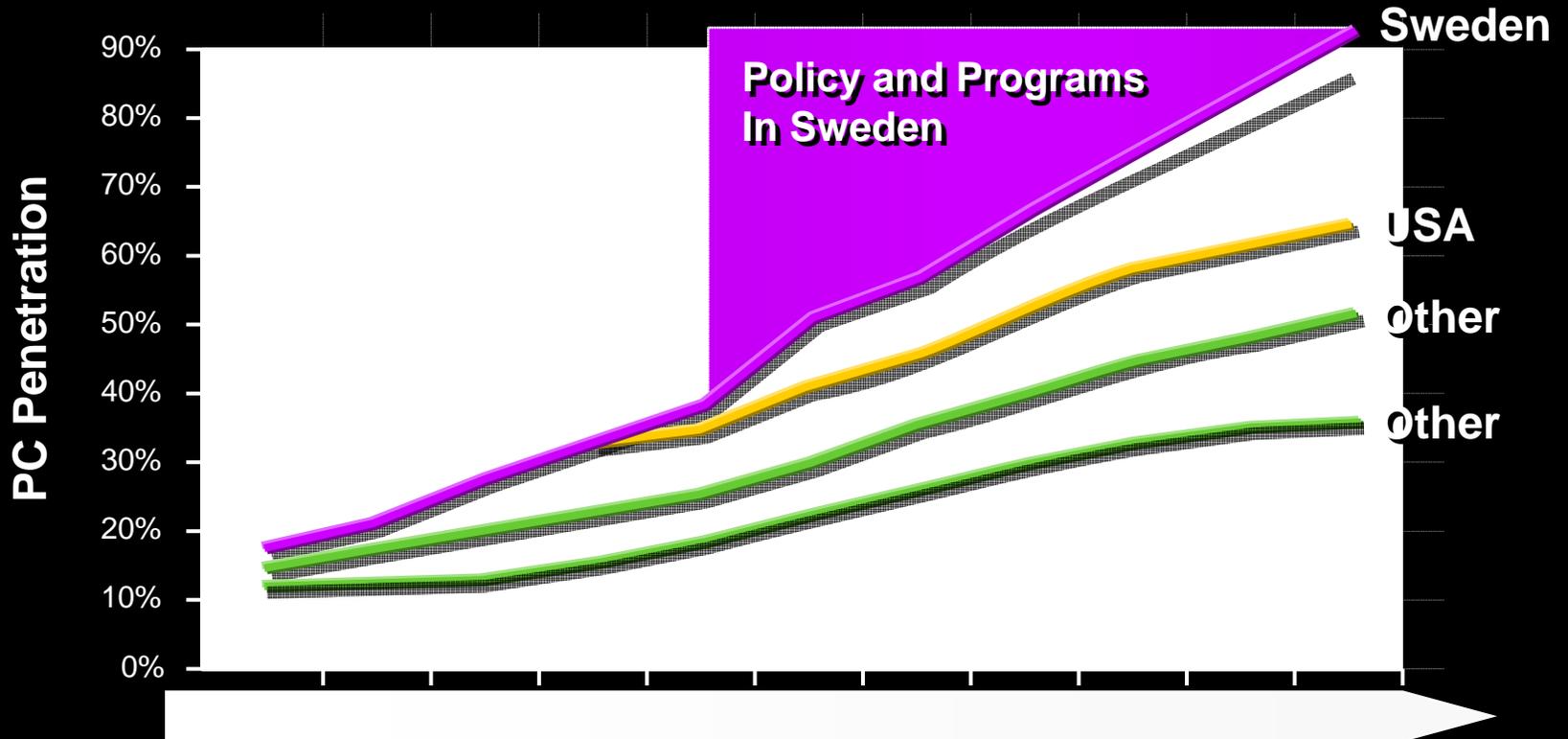
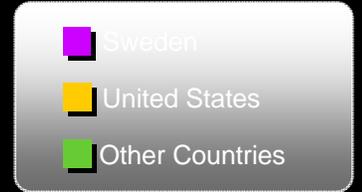


WATER + ROAD + ELECTRICITY + TRANSPORT



# Government Involvement Has Been Key

Sweden has highest reach in Europe at 90%



Sources: Intel Research Studies, for the US:  
Veronis Suhler US Internet Forecasts, Booz Allen Hamilton Analysis

# Four Overseas Digital Inclusion Programs



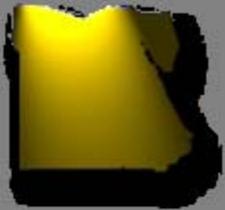
## France

SPP: “a PC for a Coffee a day”  
Affordable, low interest bank loans.  
Government Logo & advertising  
University Wi-Fi build out + e-Learning.



## Brazil

“PC Conectado”  
Tax credits worth \$80M (\$150 per PC).  
Gov’t. sponsored marketing campaign



## Egypt

“PC for Every Home”  
Telco Bundle (PC, iNet access, training)  
PC financed through monthly phone bill.



## Philippines

Low HH PC penetration, Hi Poverty  
“People’s PC Program” launched 2003  
Digital Inclusion; Economic Recovery

# ***But The US Is Different***

## ***A Collaborative Approach is Required***



# The Three DI Success Components

A Computer



Network Access

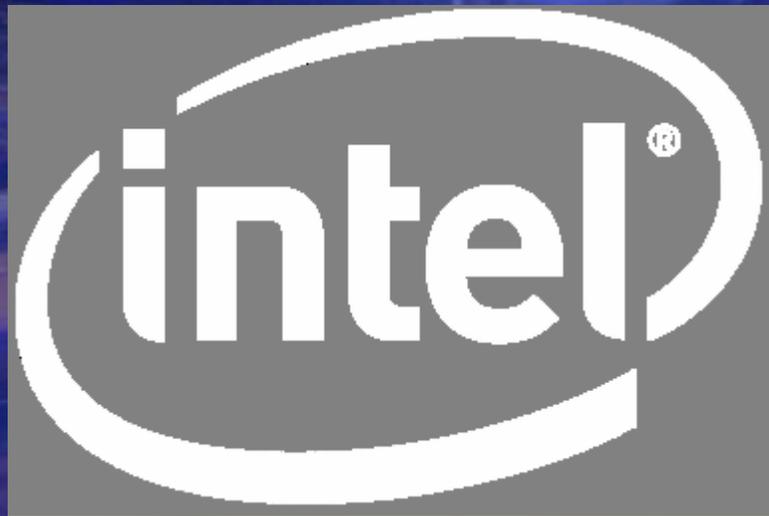


Training



Content





How Can We Help?

