



# ***Digital Inclusion strategies***

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# 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

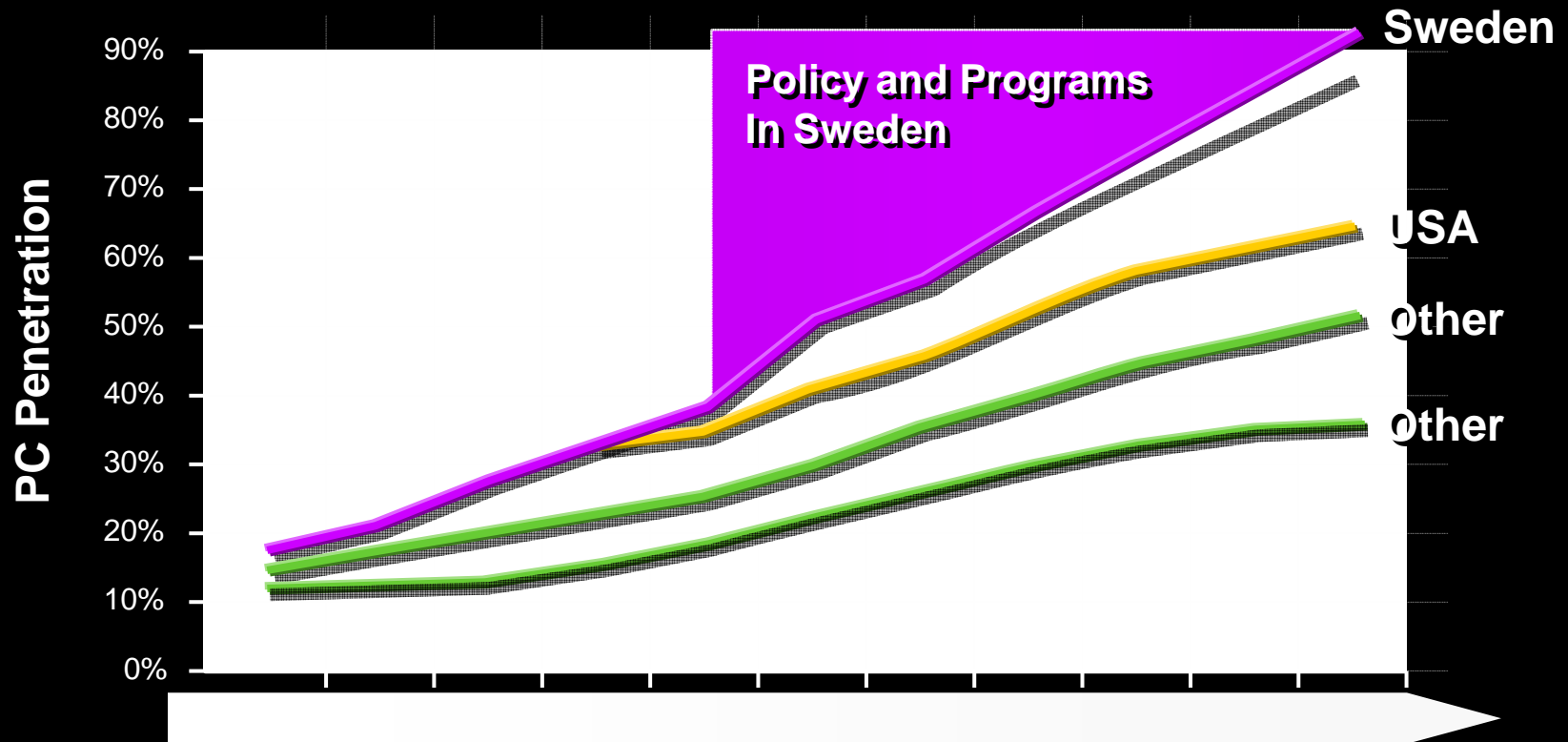
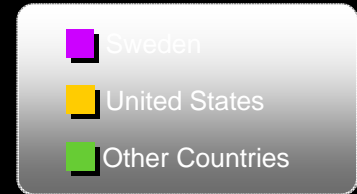


WATER + ROAD + ELECTRICITY + TRANSPORT



# 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*



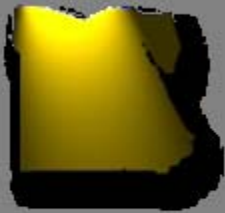
## **France**

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**

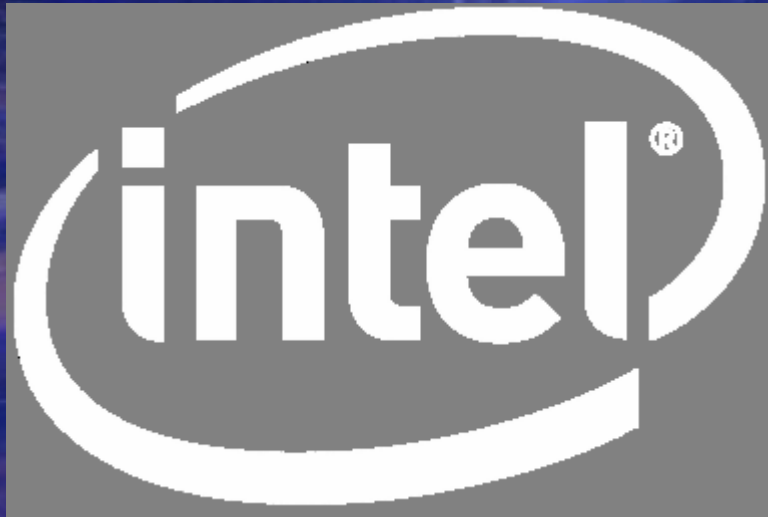


**Training**



**Content**





How Can We Help?

