



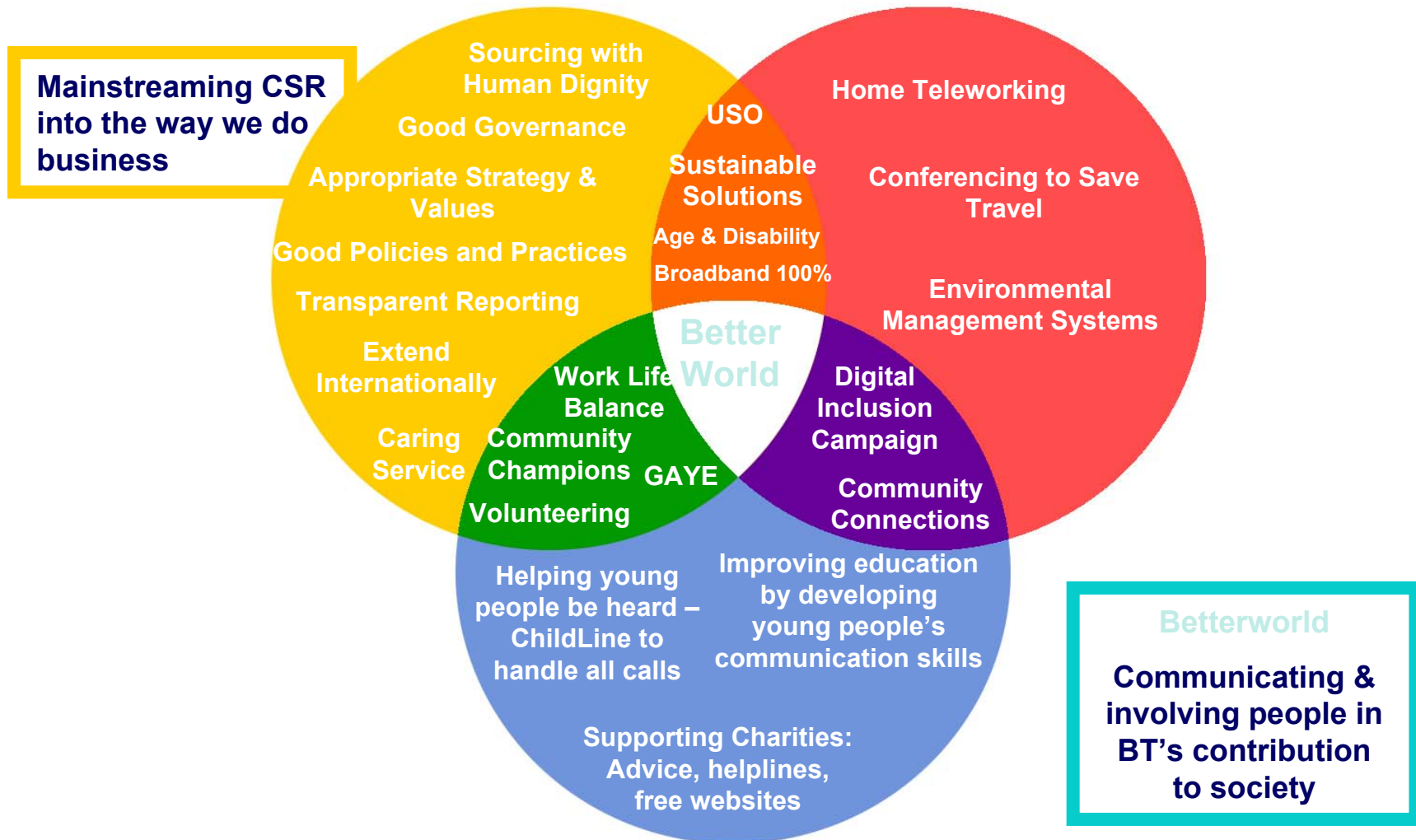
BT's Campaign for Digital Inclusion

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Helping Everyone Benefit from Improved Communications



Definitions

Social exclusion

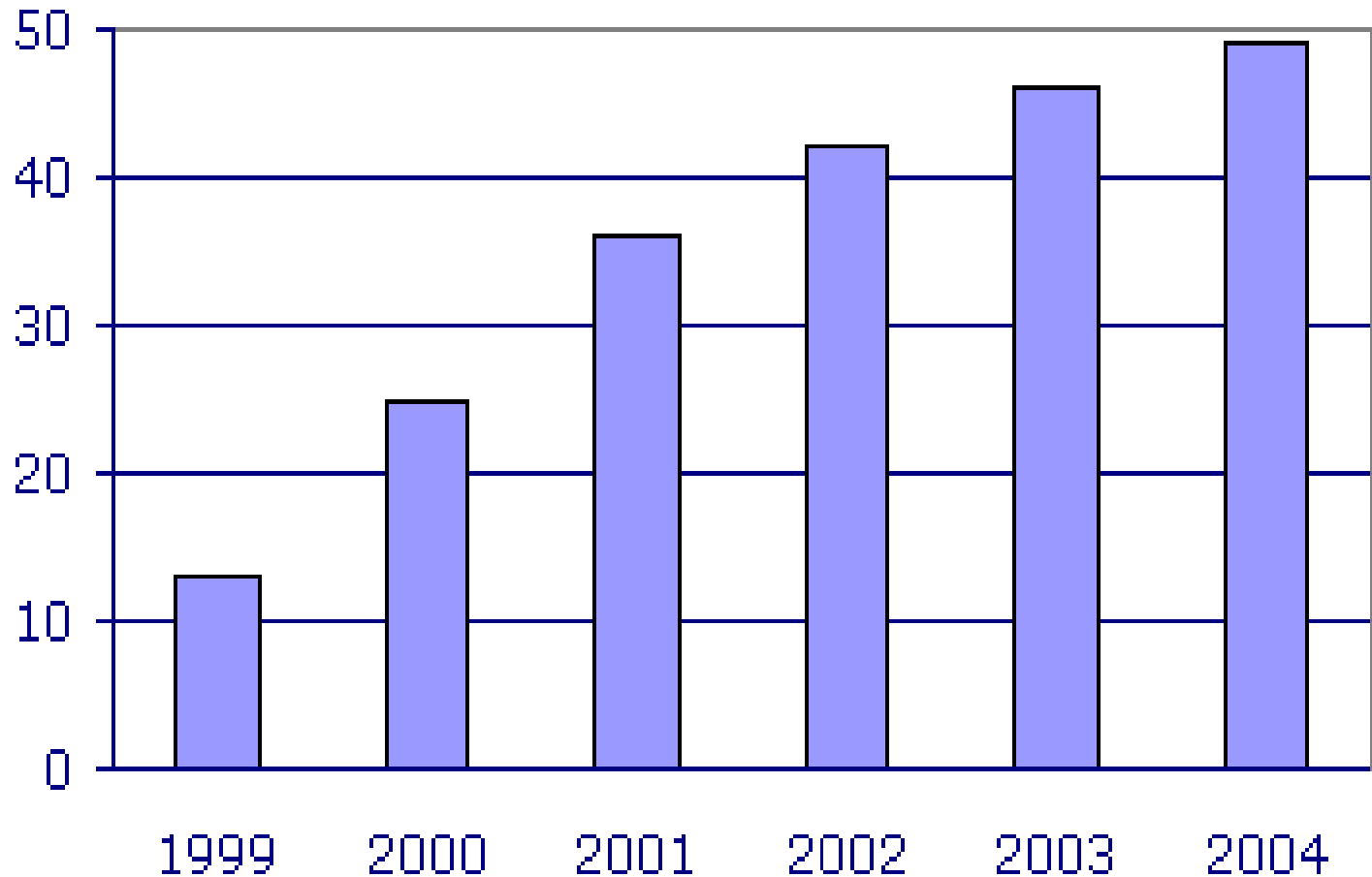
‘what can happen when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown.’ (ODPM – SEU)

Digital Inclusion

‘Internet access and use for all’ (DIP Report)

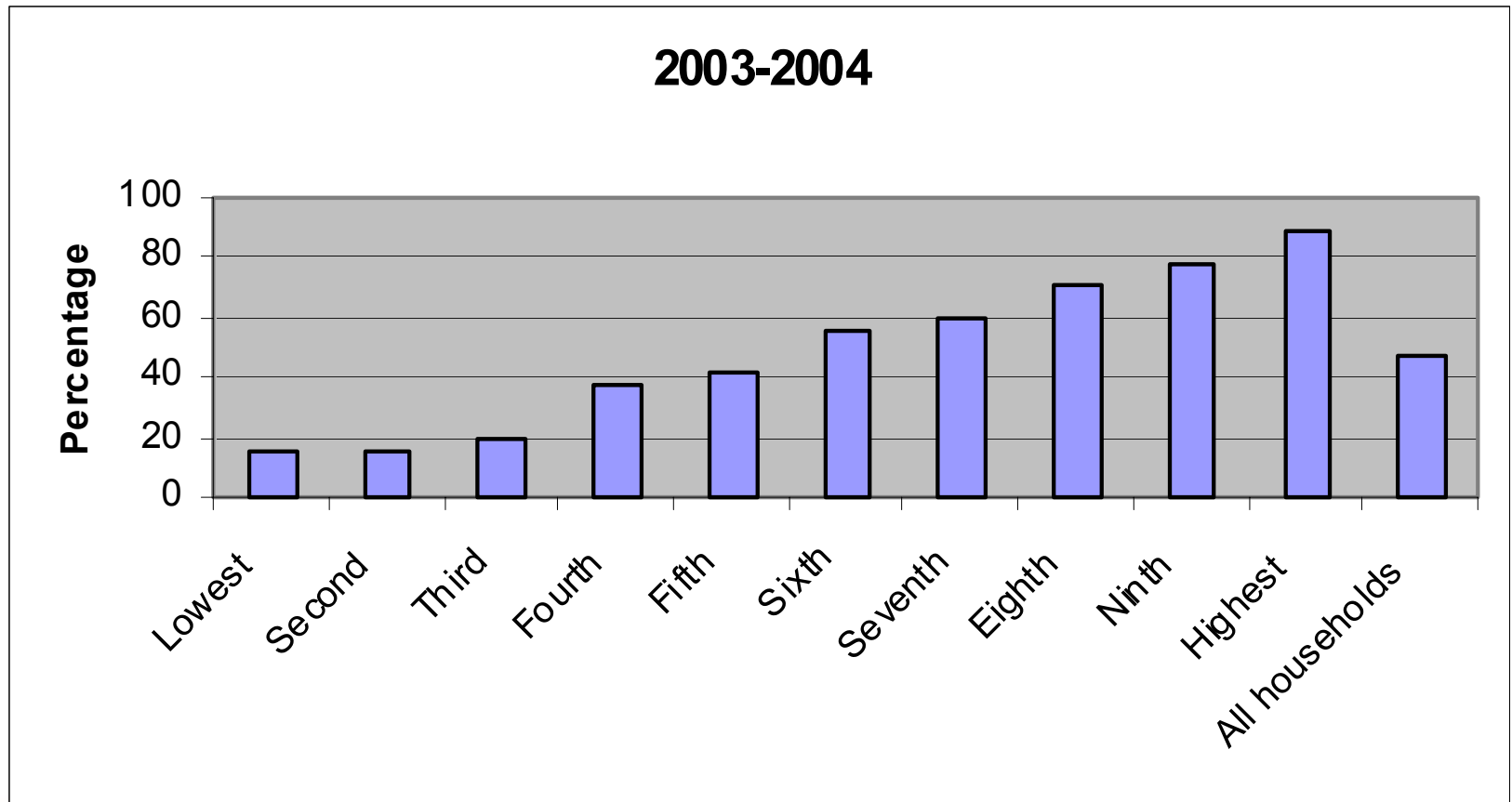
Internet access – Personal

Used the Internet in the last 3 months



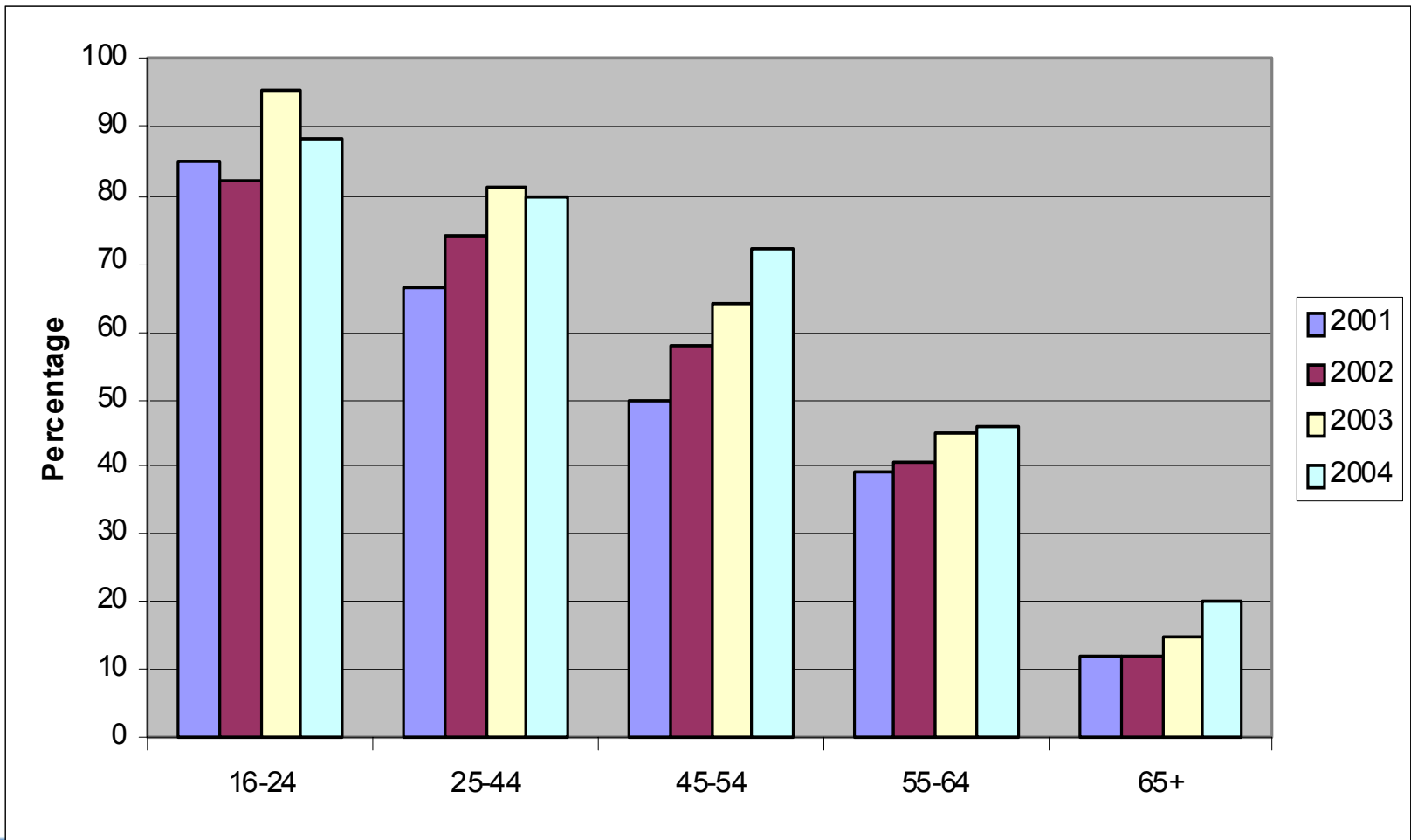
Source: www.nationalstatistics.org.uk/

Internet Access - Home Income Decile



Source: Expenditure and Food Survey

Internet use – Age



Source: National Statistics Omnibus Survey

Internet Access – Barriers (April 2004)

Never used the Internet. 39 %

Of these,

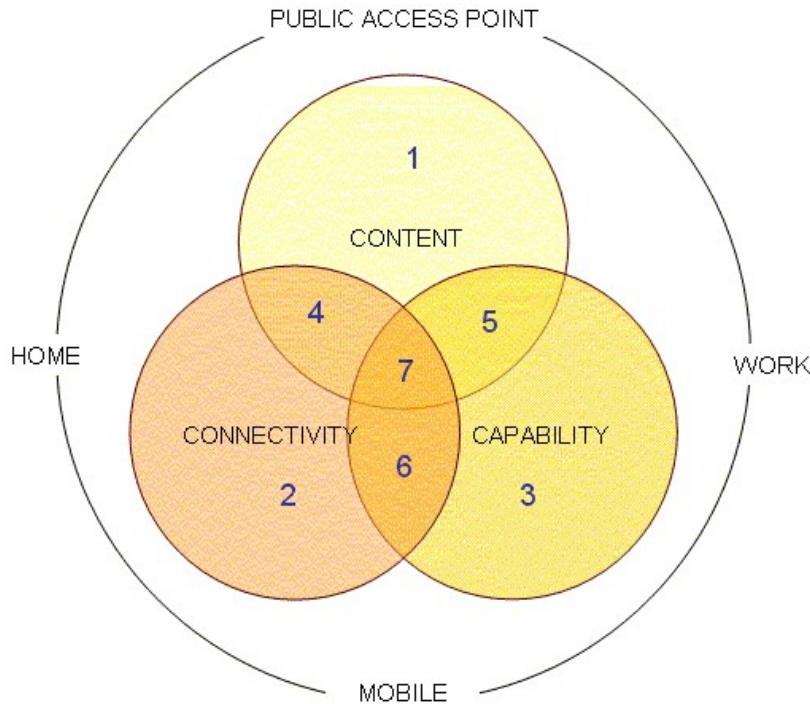
did not want to use, or had no need for, or no interest, in the Internet; 48 %

had no Internet connection; 38 %

lacked knowledge or the confidence to use it. 35 %

'I have not really considered using the Internet before and I am not likely to in the future'. 55% of non-users

Digital Inclusion - Connectivity, Capability, Content



Provide greater access to communications technology - **Connectivity**

Encourage communication and its use for social and economic benefit - **Content**

Help groups and individuals use technology - **Capability**.



Digital Inclusion – Social Background

UK Population

- 25% illiteracy/ learning difficulties
- 8% visual/ audio literacy problems (difficulty in responding)
- 10% physical difficulties
- 12% visual impairment/ hearing loss

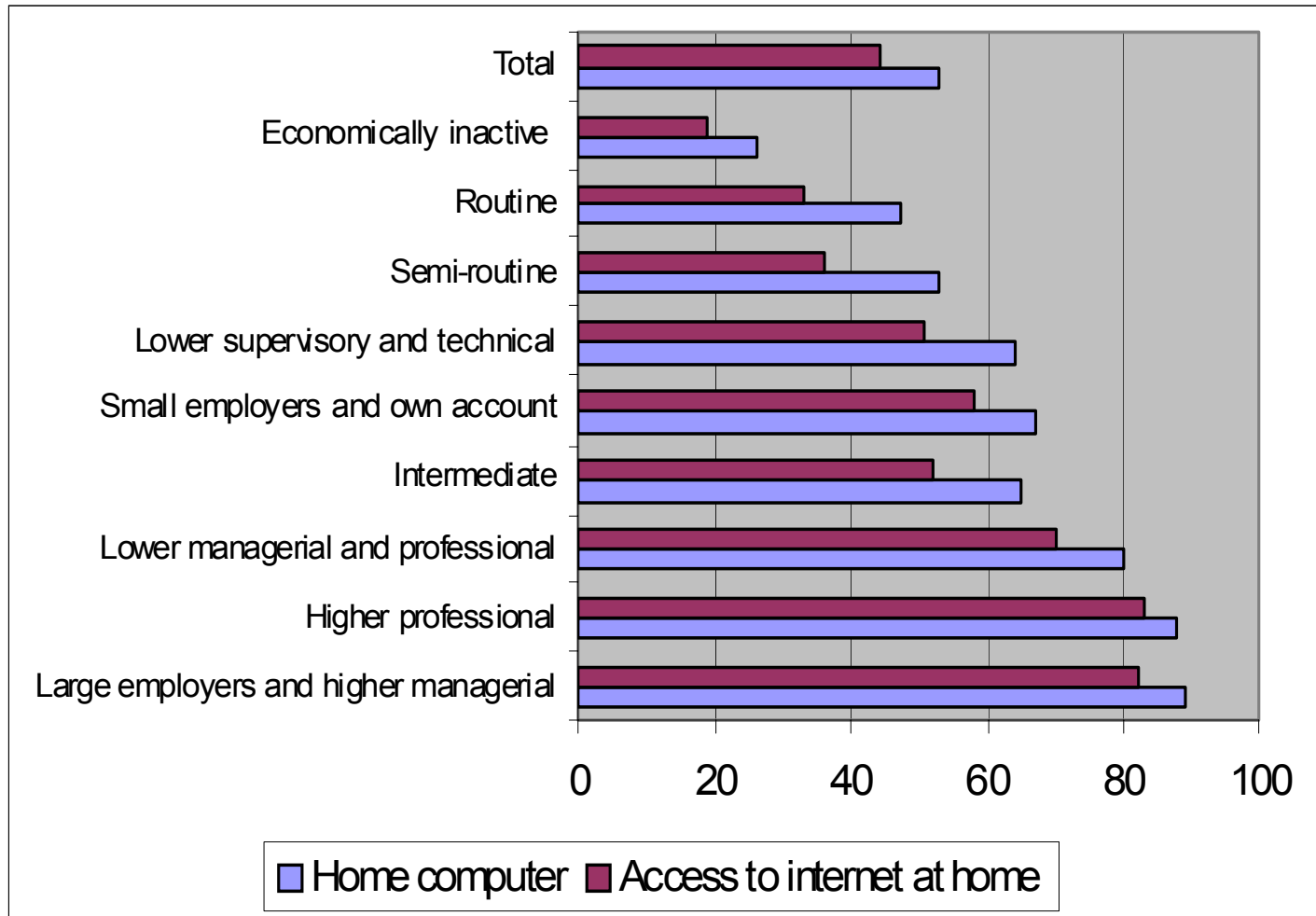


Digital Divide

- People who are digitally excluded need to contact government 10 times more than average.

Internet access for these groups running at below 10%

Percentage of Household with:



Source: ONS Household Survey 2002

BT's Digital Inclusion Campaign

- everybodyonline
- eWell-Being Awards
- Free - community web site build tool
- BT Community Connections
- Internet Rangers
- Alliance for Digital Inclusion

everybodyonline – local projects

- Promoting awareness of ICT, the Internet and its potential benefits among non-users and new users
 - assisting them to gain access and develop skills.
- Addressing community issues,
 - such as cohesion, communication, community involvement, literacy and employability by using ICT as a tool.
- Working with other local organisations and community activists,
 - through community development methodologies, to promote sustainable, scaled interventions.

8 Pilot sites

chosen where income and adoption rates are amongst the lowest in the UK



CitizensOnline



everybodyonline - results

Internet usage

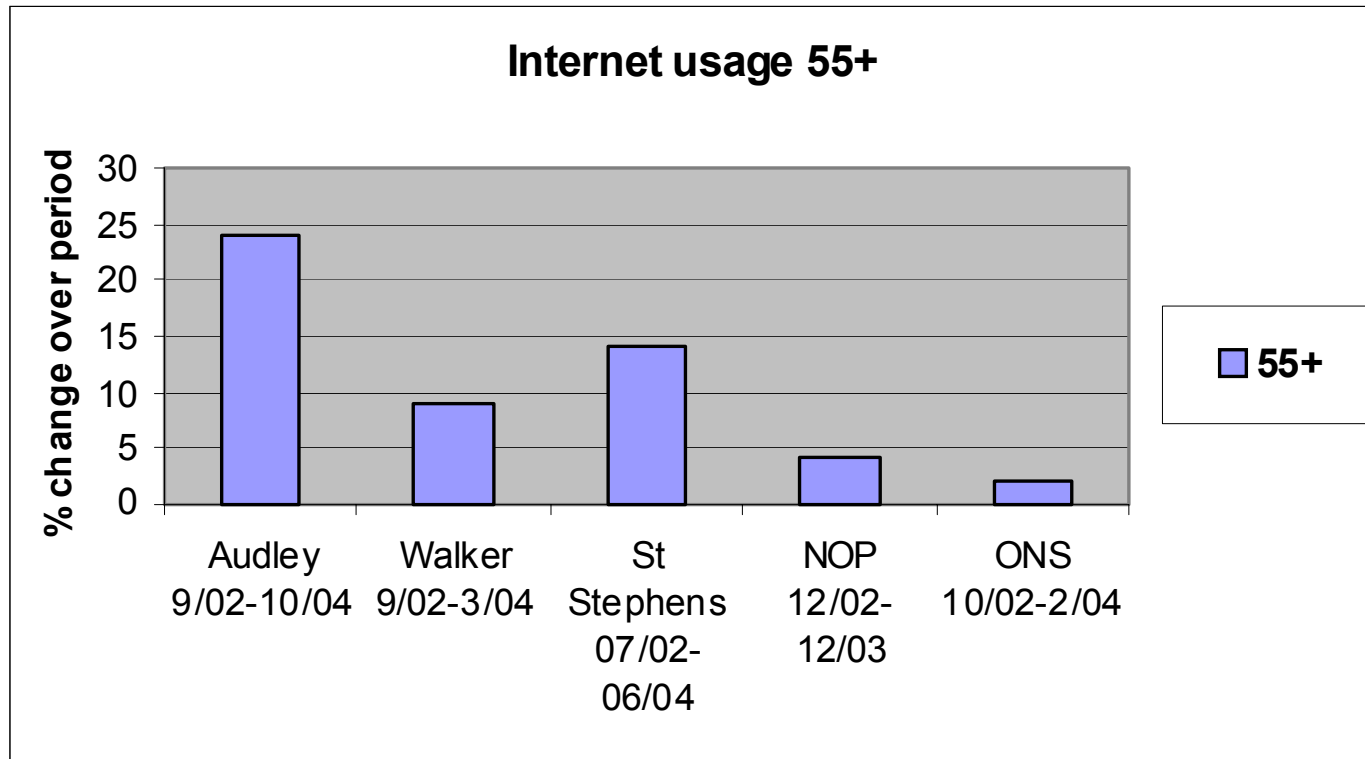
Annual Survey Results

St Stephens started - August 2002

Audley started - November 2002

Walker started – March 2003

everybodyonline results – silver surfers



Anecdotal evidence

Over 50 case studies produced, telling stories of individuals and groups who have become digitally included through encouragement and the removal of barriers

“Coming to this project in October last year was the start in a new chapter in my life. I have discovered that everything you need is just a few clicks away. The spin-offs have been tremendous, as well as making new friends, I have also made contact with people all over the World and I’ve even bought the latest Tina Turner DVD online.”

Frank Jones, 68

“The work of the EverybodyOnline Project that has been done to date was above and beyond anyone’s expectations.”

Councillor Sproston, Audley

eWell-Being

Recognising organisations using ICT to deliver social & environmental benefits

Entering 3rd year

The Guardian, SustainIT, BT, Vodafone, Brother, IDeA & Local Transport Today

Community content development

- Community Web Builder
 - Over 1,000 sites built
- Netmums
 - 2nd year of support – now national
- Youth4Audley
 - Art & ICT project
 - Audley past & present
 - Engaging local youth with older people

BT Community Connections

3,400 PC's & access

Review last year

- Want more sophisticated offer
- Now working with Microsoft
- And offering – '2nd portfolio' (for example ADSL, digital cameras)

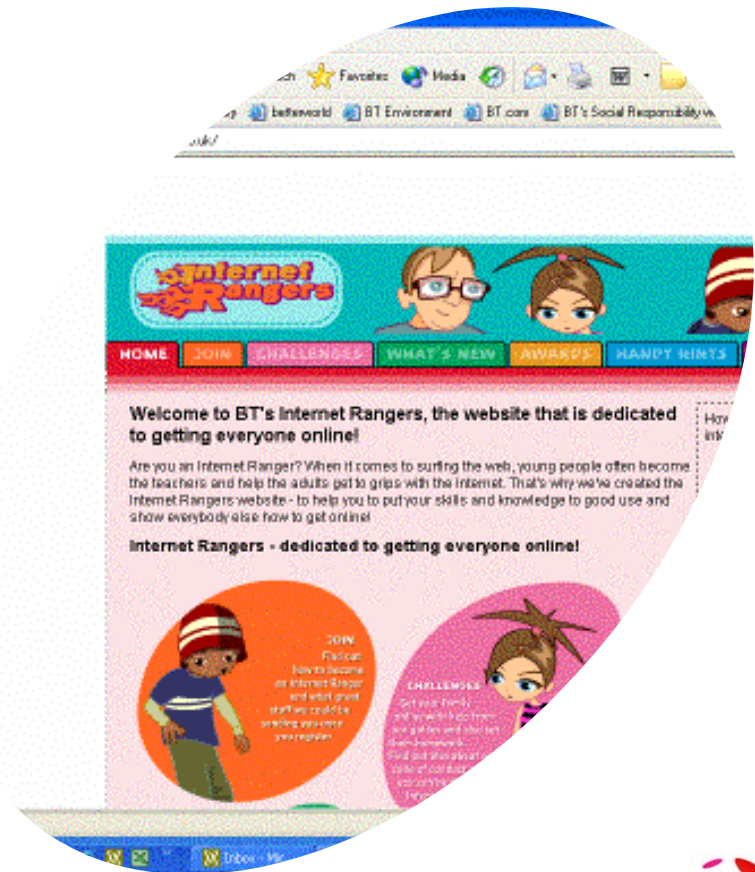
...most respondents felt that broadband has helped to overcome the social barriers between the users and had a significant or very significant impact on the community.

SustainIT study 2004



BT Internet Rangers - confidence & capability

- 40% of parents admit they have to depend on their child when online
- 32% of parents and grandparents have been helped on the internet by a [REDACTED] between 13 and 16 years.
- 19% have been helped by a 5 to 8 year old.
- 53% of users will go on the internet for someone else in their household



Alliance for Digital Inclusion



Founded by BT, Intel, Microsoft, AOL and Citizens Online to;

- Encourage collaboration.
- Provide targeted, scalable and sustainable solutions.
- Encourage new players to become involved.
- Engage with and influence Government on key policy issues

Formal launch 12th October 2004, BT Tower

T-Mobile, Cisco Systems UK and IBM UK are the latest companies to join.



Concluding thoughts

- Local Community action imperative
- Need to understand the 'incentive' factors
- Actions need to be focussed on individuals
- Government, business and NGOs need to work together
- BT & the Industry are in a good position to influence debate



Thank you