



Charles Lowe

Trustee, Citizens Online

No one left behind



Radically Improving Digital Inclusion – the Everybodyonline Programme

Charles Lowe

www.citizensonline.org.uk

charles.lowe@btinternet.com

+44 7860 619424

No one left behind



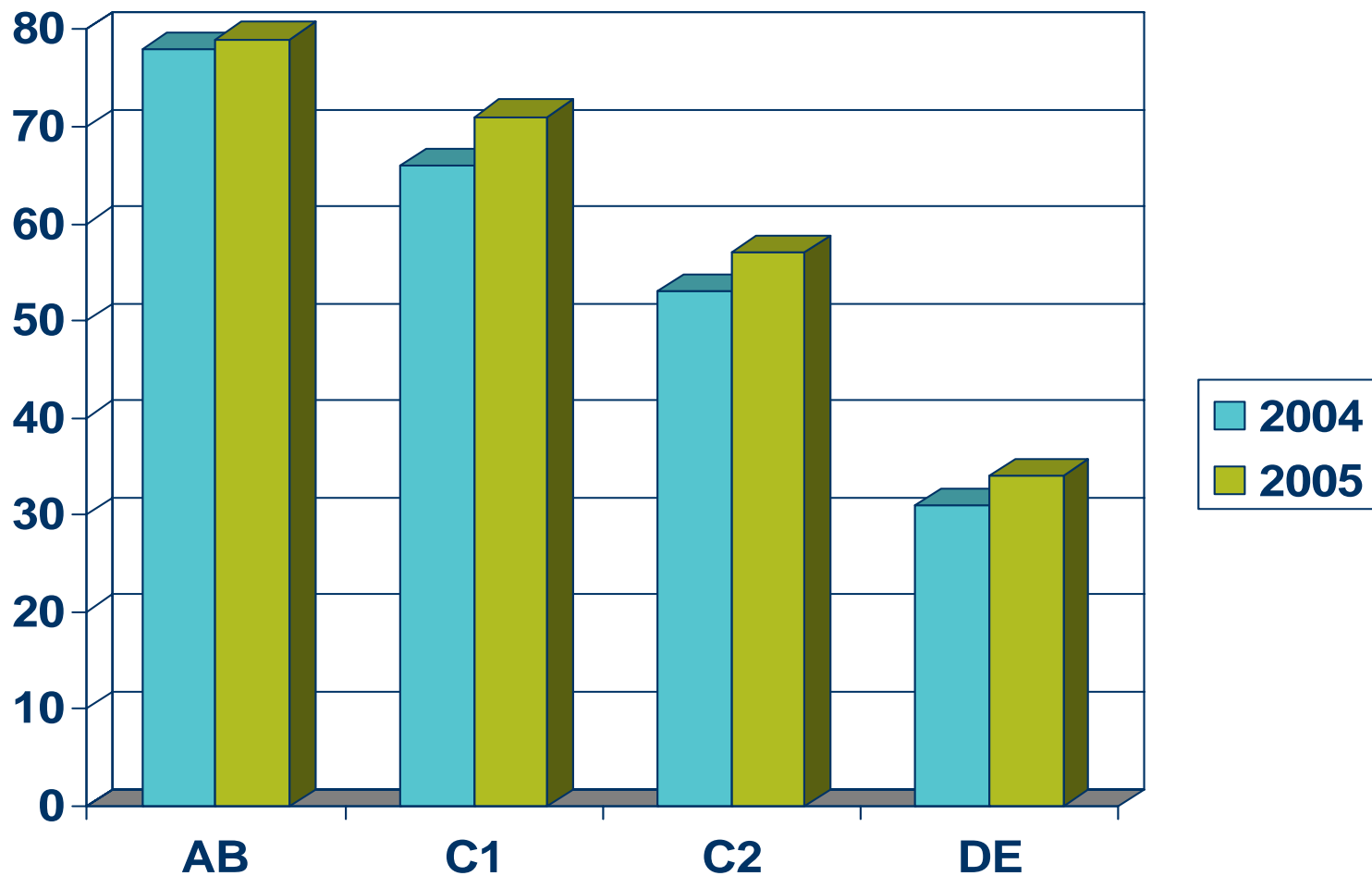
Citizens Online

- Formed in 2000
- Registered Charity
- Focused on social and economic benefits
- Partnerships with Government, Business, Third Sector





UK Internet usage by socioeconomic group





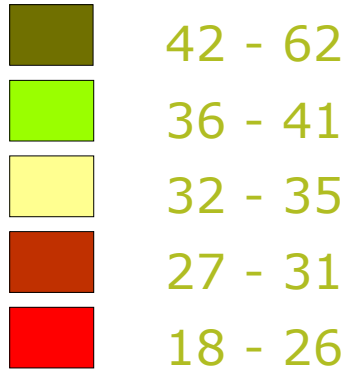
Everybody Online objectives



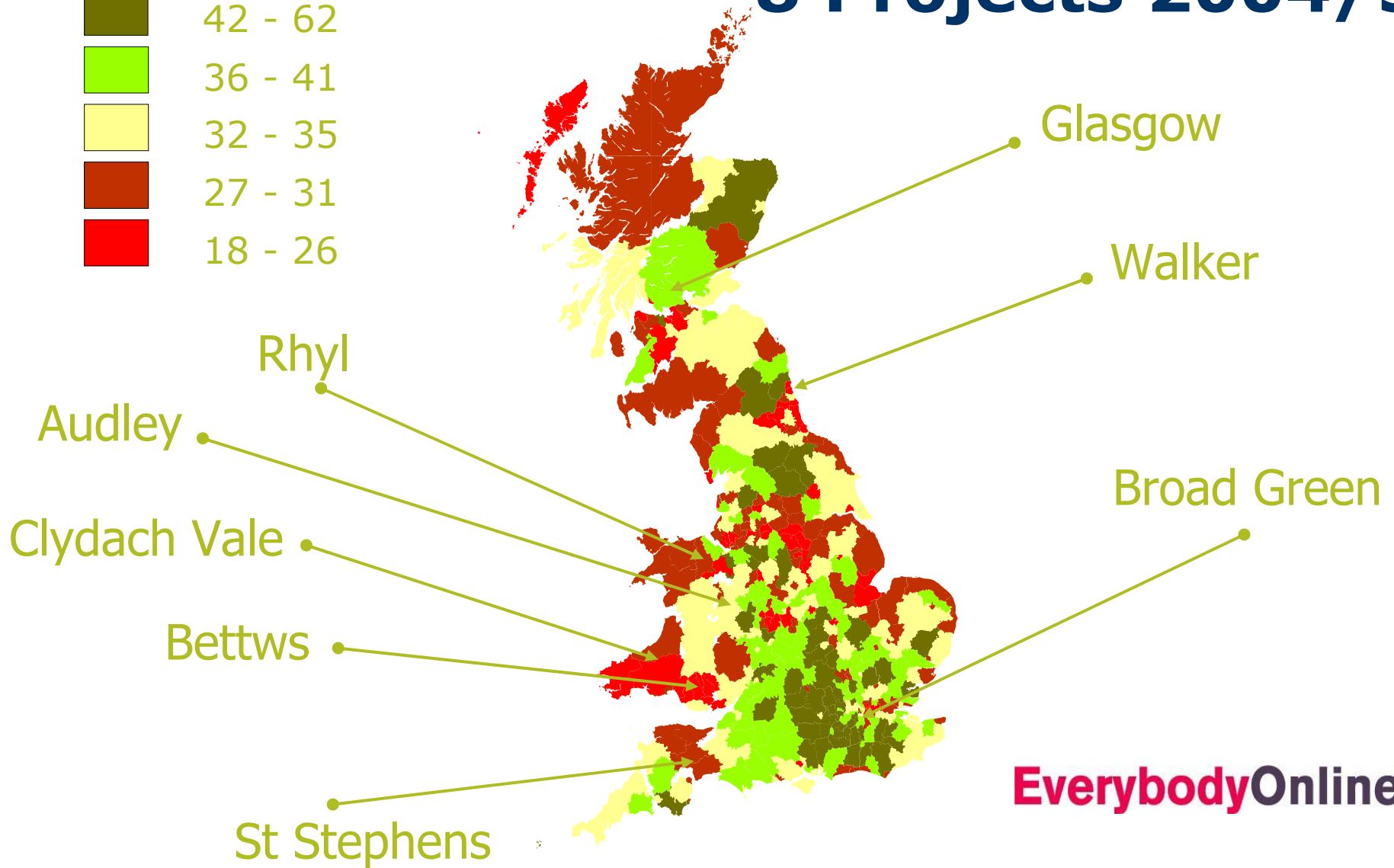
- Show an increase in Internet and ICT usage
- Develop activities that show community
- Ability model
- Remove barriers to access using a holistic approach
- Bring corporate resources to benefit the project (BT sponsored)



%



8 Projects 2004/5

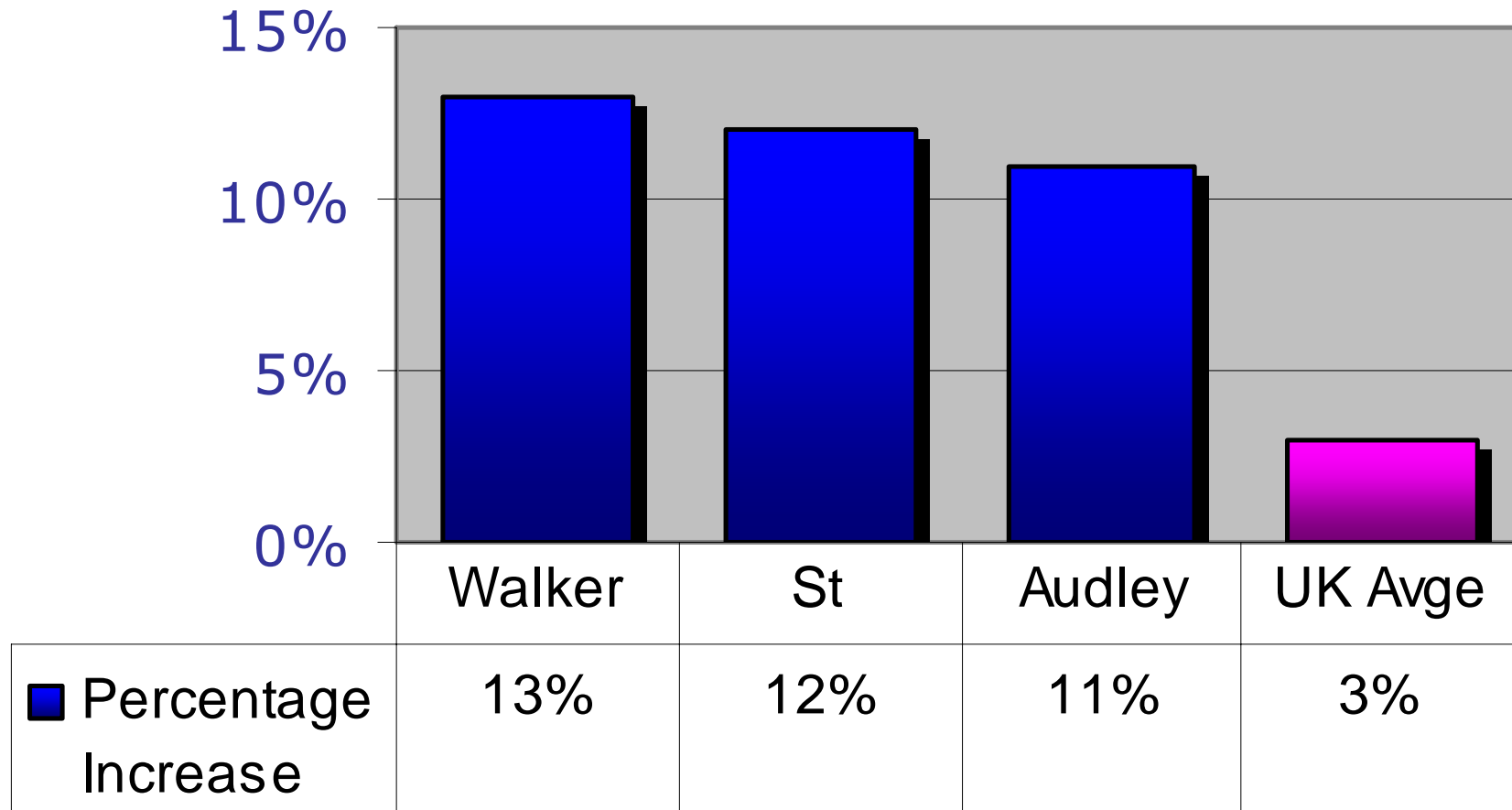


EverybodyOnline



The impact of Everybodyonline

- annual changes in Internet usage



Source: RSM 2004



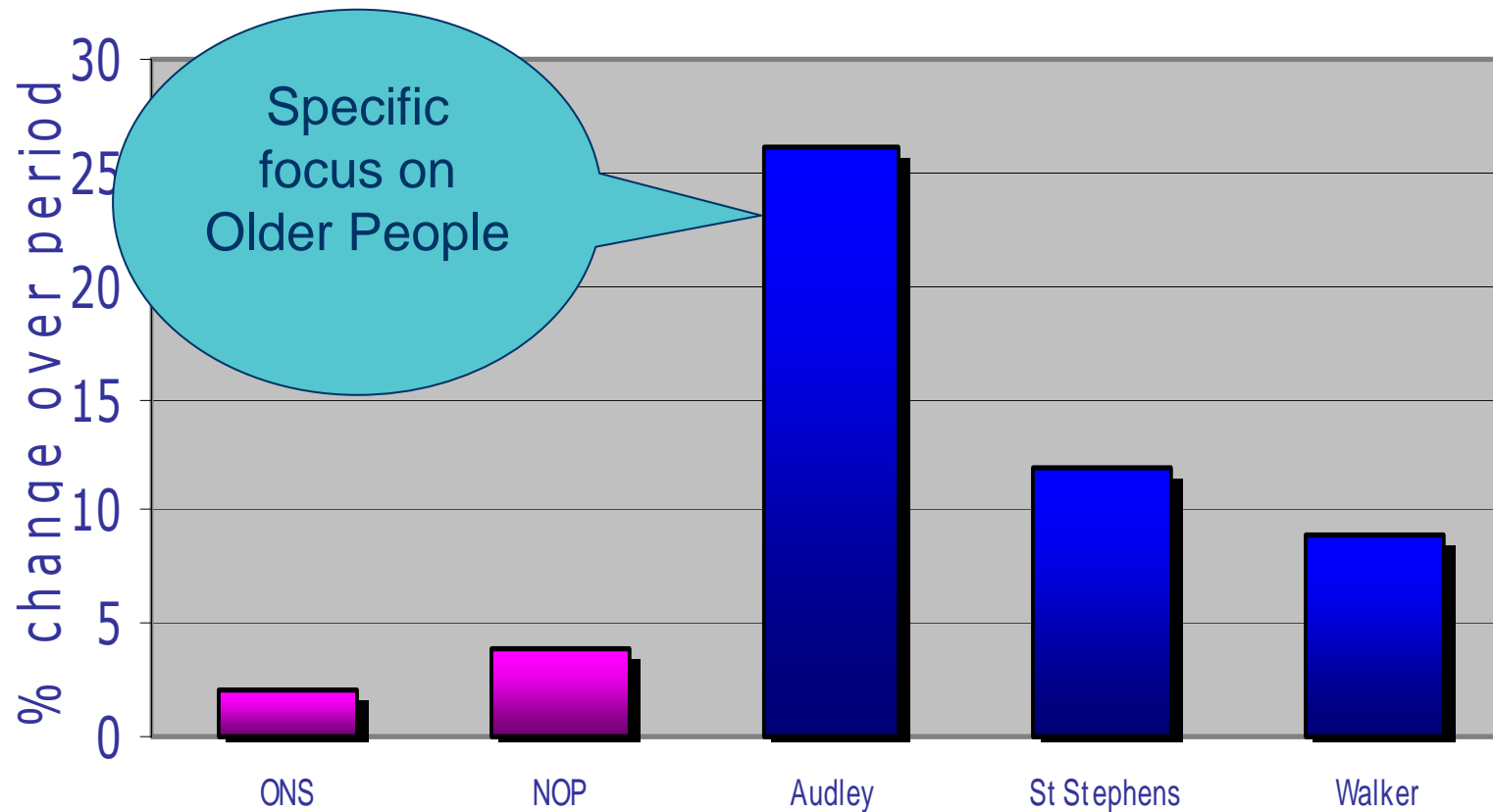
Grandparents to School

- Young people invite over 50's into their school
- Mentor on how to use the Internet
- Developed as first steps to using digital technology, focusing on motivating non-users
- We have created a toolkit (sponsored by Microsoft) with everything needed to hold these events
- The toolkit is free for use, and can be utilised again and again





Take-up increases by aged 55+



Working with older groups to promote “silver surfing”.

Source: RSM 2004



The Business Partnership Case

NGO often more appropriate:

- Work on behalf of whole industry
 - Pool funding from industry majors*
 - Develop market for everyone
- Do more for less
 - Small flexible team with low overheads
 - Specific skillsets
- Access to additional resources
- Focused expertise closer to grass roots
- Also helps pay NGO core costs

* eg Alliance for Digital Inclusion - AOL, BT, Cisco, Dixons, IBM, Intel, Microsoft and T- Mobile



The Business Partnership Case (contd.)

Benefits for Business

- Important element of market development strategy & sustainable services
 - Alternative of direct collaboration often not possible
- Less suspicion of motives
- Access to underserved markets
- Avoids often bureaucratic procedures
- Key part of CSR Strategy
- Brand reinforcement still possible

In summary can make the difference between attractive and unattractive business case



Lessons Learned

EOL meets its partners' needs:

- Huge difference to Internet usage; focus is vital
- Transportable elsewhere; the kits work
- People do more advanced things

NGOs should go for business p'ship:

- Best suited to do the work
- Can offer extra resources, plus capabilities that business cannot get elsewhere
- Pays the bills!
- Trusted intermediaries



Thank You

Charles Lowe

www.citizensonline.org.uk

charles.lowe@btinternet.com

+44 7860 619424

No one left behind

e-INCLUSIION

ICT for an Inclusive Society - **RIGA** 11-13 June 2006

