

The background features a network of location pins (teardrop shapes) connected by thin lines. Some pins are white with black outlines, while others are solid blue. The pins are arranged in a grid-like pattern, with some larger pins and some smaller ones. The text "digital poverty alliance" is centered in the middle of the image in a light green, lowercase, sans-serif font.

digital
poverty
alliance

Elizabeth Anderson: Chief Executive

DIGITAL POVERTY: THE
INABILITY TO INTERACT WITH
THE ONLINE WORLD FULLY -
WHEN, WHERE AND HOW AN
INDIVIDUAL NEEDS TO.

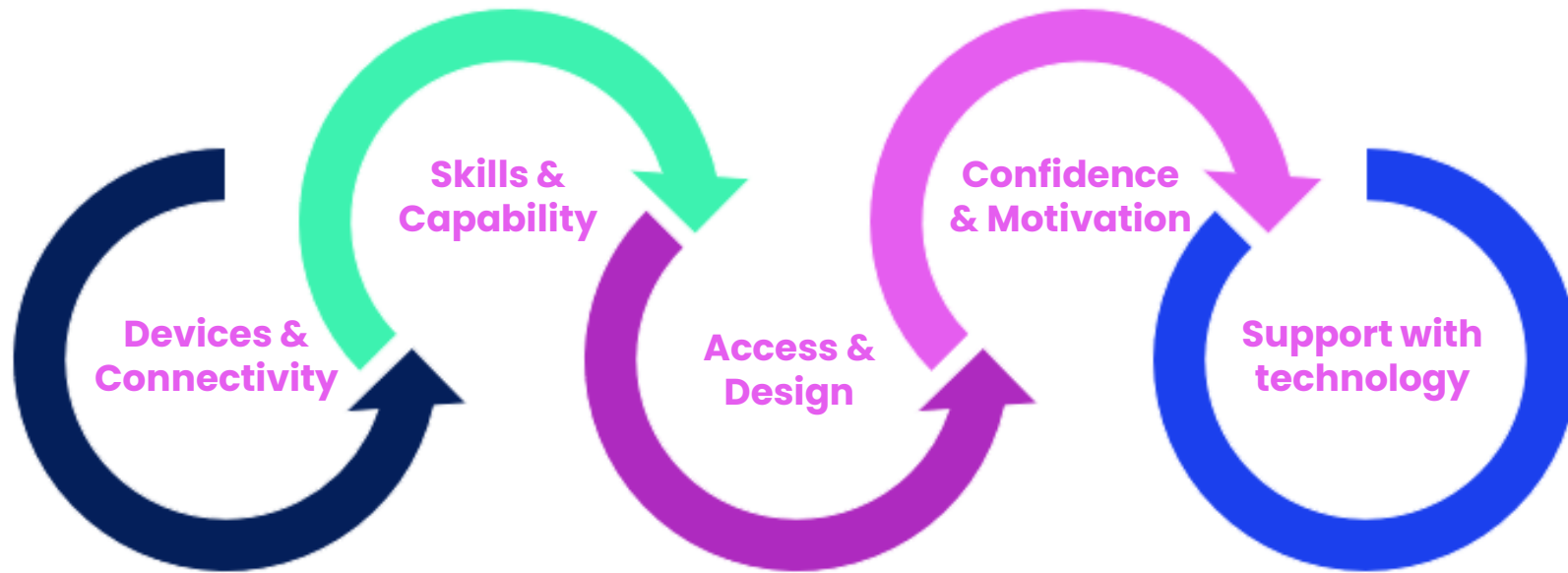
Reality:



“Currently computing lessons include colouring in keyboard worksheets as we simply don't have enough working computers.”

– Primary School teacher, South West England – June 2023

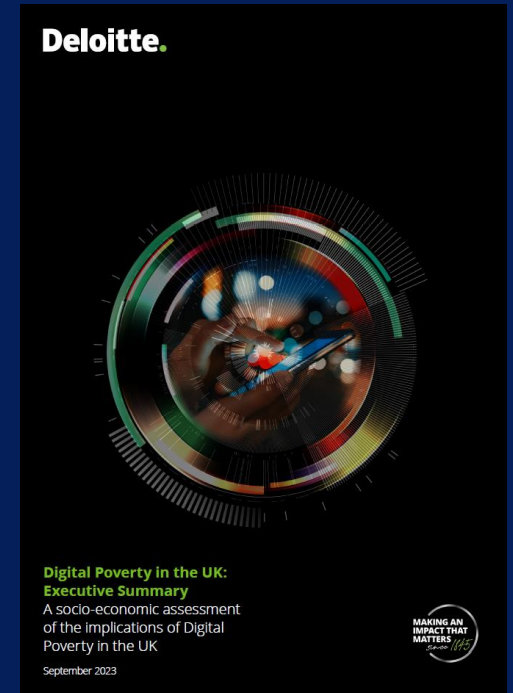
The five factors



DELOITTE AND THE DIGITAL POVERTY ALLIANCE LAUNCHED A LANDMARK PUBLICATION TO BUILD THE SOCIO-ECONOMIC CASE FOR ENDING DIGITAL POVERTY.

Key findings

- Approximately **13-19 million adults** are in digital poverty.
- Digital Poverty affects both the old and young. 1 in 2 older adults and approximately **20% of children** are in digital poverty.
- Approximately **£17 billion increase** in yearly earnings would be possible due to 6 million people gaining essential digital skills for work.



The current status

It is multi-faceted, with many individuals deprived across multiple dimensions.



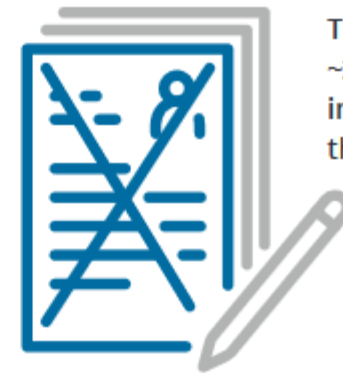
Women are
~14-22%
more likely to be in Digital Poverty than men.

~1 in 17 are deprived across all dimensions of Digital Poverty (i.e. severe Digital Poverty).

~1 in 2



individuals living in DE households³ are in Digital Poverty.



The unemployed are ~2-3 times as likely to be in Digital Poverty than the employed.



of children are estimated to be impacted by Digital Poverty.

The rural picture

- **The most deprived region of England: North East**
- **Digital poverty follows poverty**
- **Many of the “solutions” to digital poverty are found in the cities**
- **Rural areas have compounding factors:**
 - **Poorer transport links**
 - **Greater social isolation**
 - **Limited mobile signals – “Swiss cheese”**
 - **Less infrastructure**

Impact on real people



“With no mobile signal, I cannot use services that rely on a smartphone. I also had to fight against Digital Voice and don't know what I'll do when that comes and there are power cuts.”

– Older adult, Cumbria



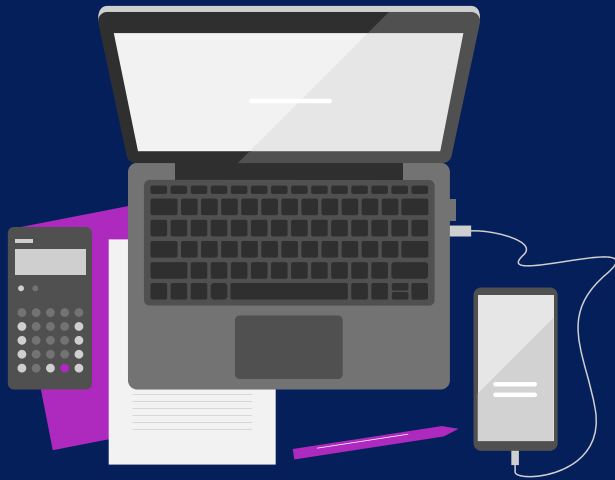
“My son is expected to complete homework online, but I have to get to the library to print it out for him as we don't have internet. The library is 4 miles away but there is no bus.”

– Parent, Lincolnshire

Three key messages

-  **End digital poverty together.**
-  **Digital access is a basic right.**
-  **Empower people and communities.**

What we do

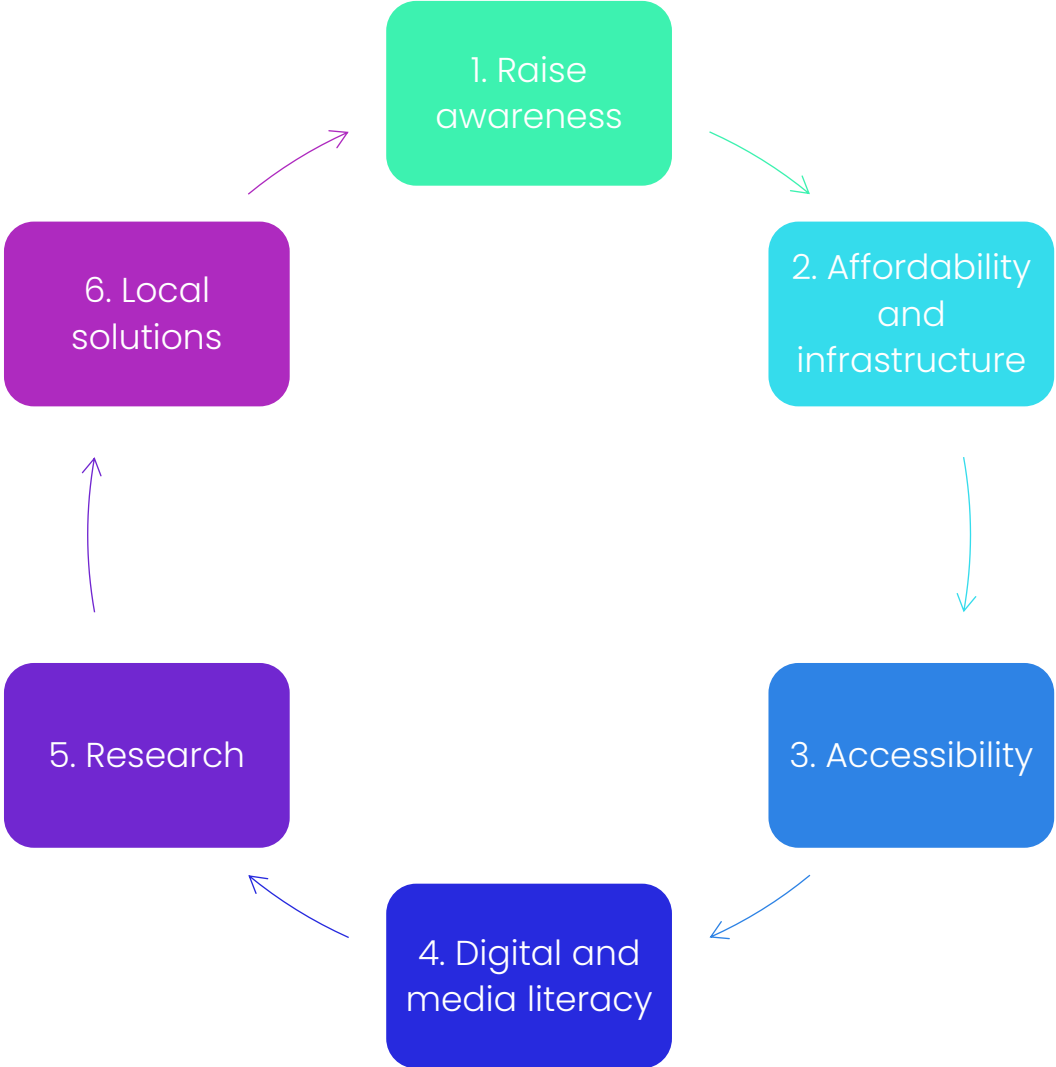


Advocacy



Delivery

The six missions



Charter for Digital Inclusion



We are a signatory of the Digital Poverty Alliance's
Charter for Digital Inclusion
digitalpovertyalliance.org | hello@digitalpovertyalliance



END DIGITAL POVERTY DAY

12 September 2024

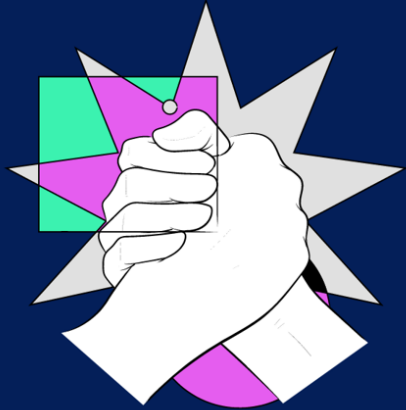
Take part in [#EndDigitalPovertyDay](#) to advocate for change, ensure equal opportunities for all and make a difference in the lives of those marginalised by digital poverty.

[#EndDigitalPovertyDay](#)

[@digipovalliance](#)



What you can do



-  **Be aware:** Understand that not every household has access to digital, and this can affect how they can access essential services.
-  **Signpost to support:** If you know people who need support, help them find this – contact us for more information.
-  **Join our campaigns:** Push for better infrastructure in rural areas, look for innovative solutions such as mesh networks, be the voice of those offline
-  **Device donations:** Don't discard "old" tech which could be game-changing for families, donate kit to charities like us who have schemes to wipe, upgrade and redistribute.
-  **Support our work:** Get involved in our delivery schemes, mark End Digital Poverty Day on 12th September, sign the Charter for Digital Inclusion or even create a partnership with us.

TOGETHER WE CAN END DIGITAL POVERTY

Join us.

digitalpovertyalliance.org

