Want to fight digital exclusion?

www.DiscoverDigital.eu

Here are a few Case Studies to guide you!

Data Gifting!

- ❖ Vodafone Netherlands allows individuals to donate to the Johan Cruijff foundation and to the Salvation Army
- ❖ Easy to donate straight from the app: straight from the Vodafone app; one ticket can be donated for 50MB
- ❖ Data gets converted into money and transferred to charities
- ❖ Incentive to donate: automatic enrolment into a lottery and potential to win a bike

Making essential websites free

Zero rating for charitable reasons!

- ❖ O2 customers can browse a range of financial guidance, health and emotional support, advice sites on their O2 enabled devices without incurring data use
- ❖ More than 20 websites zero rated on O2 in addition to NHS websites
- ❖ Additional zero-rated sites include Citizens Advice, Money Advice Service and Mind

Opening up local Wi-fi networks

- ❖ Since 2007, Singaporeans have been enjoying free wireless connectivity at speeds of up to 512 kbit /s almost everywhere in the country, under a programme known as "Wireless@SG" 1
- ❖ The programme was initiated by the Infocomm Development Authority of Singapore (IDA) and is run by three private local operators
- ❖ Users do not have to be subscribers of these operators to enjoy the free access. The three operators are investing around USD 65 million to extend the network, with IDA defraying around USD 19 million of that amount