






Skills for an Inclusive Digital Society

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Breaking down Digital Skills

	Basic Functional Digital Skills	'Generic' Digital Skills	High-Level Digital Skills
			
EXAMPLE	Knowing how to use a touchscreen device	Using specialist software for work	Developing apps or software
ROLE OF OPERATOR	Customer education (e.g. basic tips on devices and services)	Employee training (e.g. training in Excel)	Ecosystem development (e.g. partnering with start-up incubator)
ROLE OF GOVERNMENT	Digital skills in education curriculum	Digital skills in education curriculum	Policies to foster entrepreneurship



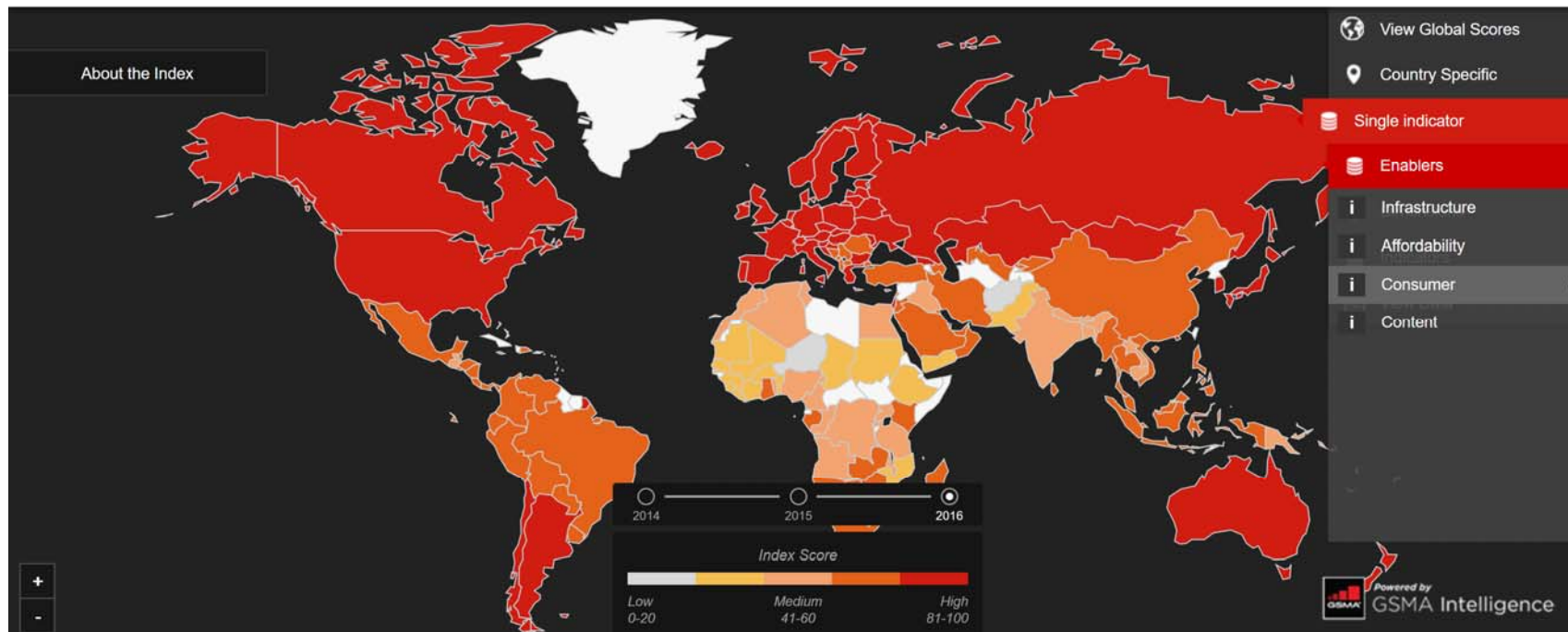
Digital Skills and Internet Adoption

- The lack of digital skills is one of the key reasons why people are not using the internet
- This is true of adults in particular
- 2017 GSMA Consumer Survey surveyed 23 developing countries to understand the main barriers
- *'Do not know how to access internet on a mobile'* was in the top 5 issues for 9 countries. Particularly prevalent in the African countries surveyed
- Consider relative levels of access to technology – including internet connectivity – between developed and developing countries
 - 96% of European schools have internet access but only 31% of schools in Africa*





Connectivity: Consumer Readiness



GSMA Mobile Connectivity Index, 2018



Addressing the Need for Digital Skills

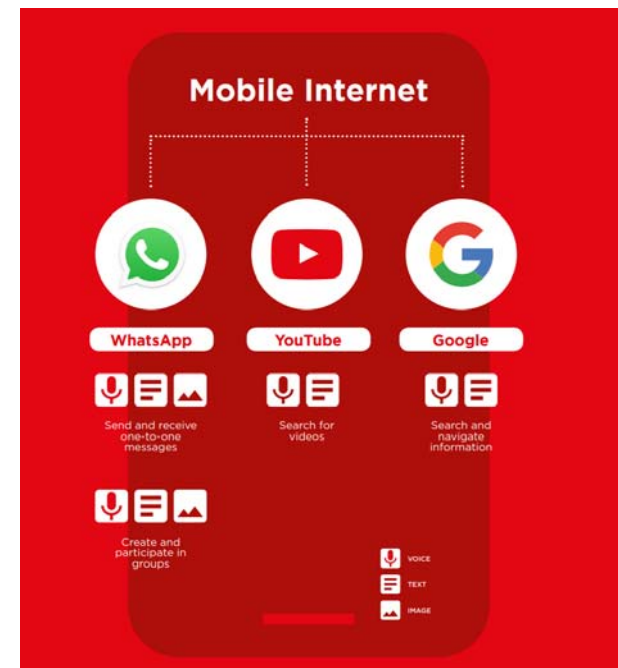
- Teachers typically internet early adopters
- Source of community knowledge in rural areas
- Mobile technology complements formal education systems, for example:
 - educational information / online courses, for teachers and pupils
 - teacher networks for sharing resources and best practices
 - facilitate payments of school fees
- Effort in emerging markets largely driven by private sector. For example:
 - Intel's *She Will Connect* programme in Africa
 - Google's *Internet Saathi* initiative in India





Mobile Literacy Skills

- 75% of global internet users access the internet through a mobile only
- So mobile represents a great opportunity for the underserved to join the digital economy
- Mobile Internet Skills Training Toolkit (MISTT)
- Aimed at organisations who want to introduce the mobile internet to first time smartphone users
- 8 key topics: Introduction to the internet, Facebook, WhatsApp, Wikipedia, YouTube, Google, Safety and Cost





Use Case Examples



The World Bank is currently working with the Khyber Pakhtunkhwa Government to create a network of Digital Ambassadors.



Mozilla ran a year-long (Gates Foundation funded) research project in Kenya: the Digital Skills Observatory



The Government of Rwanda and Digital Opportunity Trust are creating a network of Digital Ambassadors.



The University of Washington is running Information Project Literacy in Myanmar



Case Study: Tigo Rwanda




- Mobile operator Tigo launched MISTT in Rwanda in June 2017 to improve digital literacy amongst its customer base
- District Managing Supervisors received training first, then trained sales agents and freelancers, who then offered it to customers
- The training included modules on Tigo data bundles and 'How to check your balance'
- In three months (pilot) 80,000 customers trained
- Shop owners have seen business increase as grateful customers refer friends and buy new products. Claudette from Ruhango is now known as “the modern old lady”



Claudette:
“The modern old lady”



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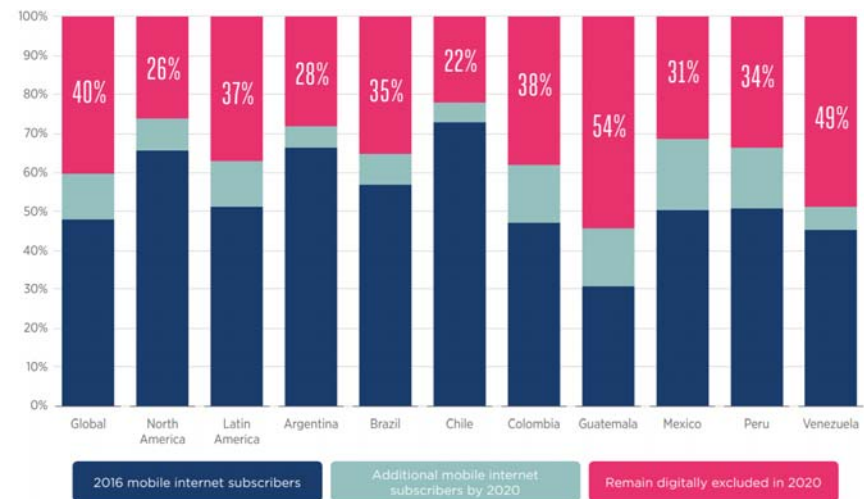
Role of Government – Skills to Drive Demand and Foster Entrepreneurship

- Mobile internet adoption rates are higher in countries with online content and services that are localised and relevant to consumer needs
- Governments have an important role to play in stimulating such demand
- They can lead the way by developing effective e-Government services, for example in healthcare or agriculture
- They can also develop policy frameworks which support in-country hosting and IXPs, as well as enabling private sector delivery of online services such as mobile money
- To act on these opportunities, governments need to equip themselves with mobile/ICT skills and the ability to keep pace with technological change



Case Study: Latin America

- Latin American market has nearly 350 million mobile internet subscribers and contains some of the world's most advanced and engaged mobile internet users.
- But around 300 million people remain digitally excluded.
- These citizens are predominantly in rural and remote areas, with lower income.
- Requires special government policies to stimulate demand.



Source: "The Mobile Economy Latin America and the Caribbean", GSMA, 2017



Case Study: Latin America (cont.)

- Policies must be forward-looking in the era of the data economy, Big Data and IoT
- They need to be aligned with the fourth industrial revolution and ready to address the future of work
- Three-way partnership developed to drive relevant skills development for governments and regulators in the LatAm region
- Hands-on training in Spanish received by 18 countries

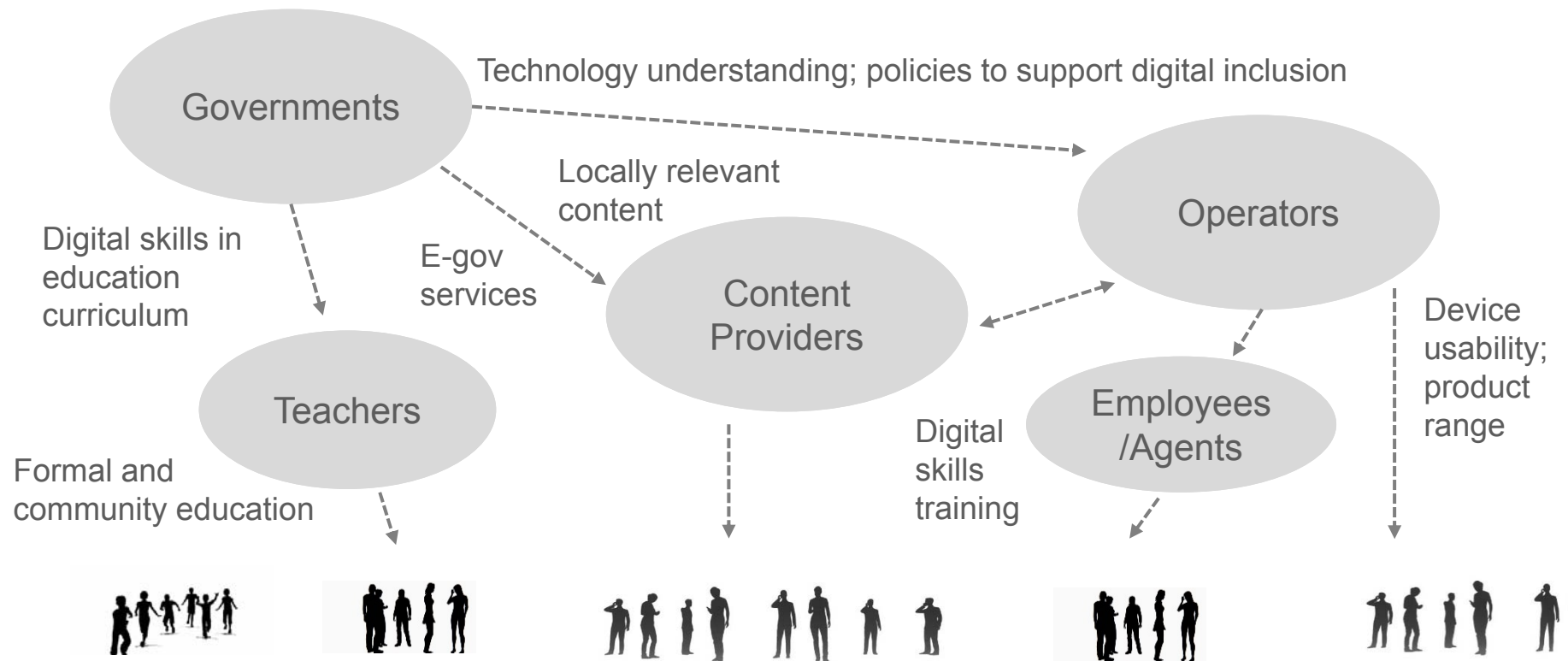


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Recommendations





Thank you for listening

