What is Meaningful Access?

Defining for Digital Inclusion

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A4AI’S ‘1 FOR 2’ AFFORDABILITY STANDARD

1GB OF MOBILE BROADBAND SHOULD NOT COST MORE THAN 2% OF AVERAGE MONTHLY INCOME

A4AI ALLIANCE FOR AFFORDABLE INTERNET

Affordable Internet is “1 for 2”

Redefining affordability to achieve universal internet access

The Sustainable Development Goals set by the global community in September 2015 call for universal, affordable internet access by 2020. If we are serious about making internet access a reality for everyone, everywhere, we must commit now to take concrete steps to connect the billions of people still offline.

Achieving the global goal of affordable internet access for all means that we must work toward an ambitious affordability target that will enable opportunities for internet access and use for all income groups – not just the top few. Changing how we define affordability has the power to enable more inclusive access and close the digital divide.

For this reason, A4AI uses a “1 for 2” measure for affordable internet — affordable internet is where 1GB of mobile broadband data is priced at 2% or less of average monthly income.

To date, this “1 for 2” target has been adopted by the UN Broadband Commission, the Economic Commission of West African States (ECOWAS), Nigeria, and Ghana.
<table>
<thead>
<tr>
<th>Why do we need a new definition?</th>
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<tbody>
<tr>
<td><strong>UNDERWHELMING DEFINITION</strong></td>
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<td><em>Current UN definition:</em> internet access from any location/device within the last three months.</td>
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<td><strong>INSUFFICIENT BINARY</strong></td>
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<td><em>Civil society stopgaps:</em> Increasing number of reports and statements referring to ‘meaningful access’ as something more. No precise definition.</td>
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<td><strong>ILLUSION OF COVERAGE</strong></td>
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<td><em>Digital divide:</em> Without a better definition and better measures, risk perpetuating digital inequalities.</td>
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No artificial restrictions, whether economic or political (like platform zero-rating or censorship) on internet access.
Learning about things & people, I don't know

Buying clothes

Communicating with friends

Finding hashtags on Instagram

Getting stuff in a YouTube hole

Talking w friends

Starting movements

Getting online

Seeing alt right posts
MEANINGFUL ACCESS FACILITATES MEANINGFUL USE
MEANINGFUL ACCESS

- AFFORDABLE ACCESS
- SOCIAL ENVIRONMENT
- MEANINGFUL CONNECTIVITY
## Dimensions of meaningful connectivity

<table>
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<tr>
<th>Sufficient Speed</th>
<th>A Smart Device</th>
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<tbody>
<tr>
<td>4G Mobile Connection</td>
<td>Smartphone Access</td>
</tr>
<tr>
<td>Sufficient Data</td>
<td>Sufficient Relevance</td>
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<tr>
<td>Unlimited Connection At Home Or Place Of Work/Study</td>
<td>Daily Internet Use</td>
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Some considerations and asks:

- We now measure affordability and have a framework for meaningful connectivity, but there is no agreed standard and measuring framework for other elements of Meaningful Access.
- How would you measure the social environment elements of ‘meaningful access’, including skills, content, language, rights?
  - We are calling for inputs/cases/stories that illustrate these elements in an attempt to document them and start developing a clear definition and measurement framework.
- The upcoming sessions under the UAMC theme should shed light on these questions: sessions lead by EU, APC, Nupef, and others look at definitions, barriers, cases and more.