

IGF 2016 Workshop Report Template

Session Title	Demand-side Drivers of Internet Adoption
Date	6th December 2016
Time	10:45-11:45
Session Organizer	Christopher Yoo and Sharada Srinivasan
Chair/Moderator	Christopher Yoo
Rapporteur/Notetaker	Sharada Srinivasan
List of Speakers and their institutional affiliations	Paul Mitchell, Microsoft Ellen Blackler, Disney Manu Bhardwaj, US Department of State Robert Pepper, Facebook Alejandro Pisanty, National Autonomous University of Mexico (UNAM) and ISOC-MX Sonia Jorge, Alliance for Affordable Internet
Key Issues raised (1 sentence per issue):	<ul style="list-style-type: none"> - Importance of various actors' roles in building demand-side capacity (governments, civil society actors, businesses) - Policy as a driving force for improving Internet adoption - Demand-side capacity can be enhanced by approaches more than just traditional digital literacy training
If there were presentations during the session, please provide a 1-paragraph summary for each Presentation	The moderator opened the discussion with a presentation of case studies from the 1 World Connected project, illustrating some of the ways in which two different initiatives in Uganda and India sought to bridge the demand-gap in ICT skills training.
Please describe the Discussions that took place during the workshop session: (3 paragraphs)	<p>The discussion engaged stakeholders from government, civil society, business and technical community on the crucial question of how demand-side challenges can be addressed to provide meaningful access to the unconnected.</p> <p>Paul Mitchell spoke to an experience in Lesotho where a state-of-the-art computer lab never took off owing to issues with electricity, and pointed to how their current efforts as part of Microsoft's Affordable Access Initiatives focused on providing support to holistic, ecosystem-driven efforts. Ellen Blackler spoke to the importance of focusing on value up the supply chain, and spoke to the experiences of Triggerfish, a story lab in South Africa, which seeks to provide locally relevant content and entertainment. Robert Pepper spoke to Facebook's Free Basics programme, and its use cases by different organisations to build demand-side capacity.</p> <p>Sonia Jorge critically highlighted the gender element to ICT skills enhancement, and the research that suggests that policy can be a driving vehicle for demand-side capacity building. Manu Bhardwaj offered opinions from the perspective of the US Department of</p>

	<p>State's Global Connect Initiative, and emphasized the role that policy makers can play to enhance demand-side capacity. Alejandro Pisanty urged the discussion to move beyond just thinking about skills training, and consider value addition through means such as e-commerce, and argued that applications that provide classroom-learning can also help push demand.</p>
<p>Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs)</p>	<ul style="list-style-type: none"> a) Experiences have shown that policy can play a critical role in building and augmenting demand-side capacity to improve internet adoption. b) Demand-side capacity building needs to look beyond traditional digital literacy and skills training, and account for value addition through sources such as social engagement or e-commerce