

# What is Meaningful Access?

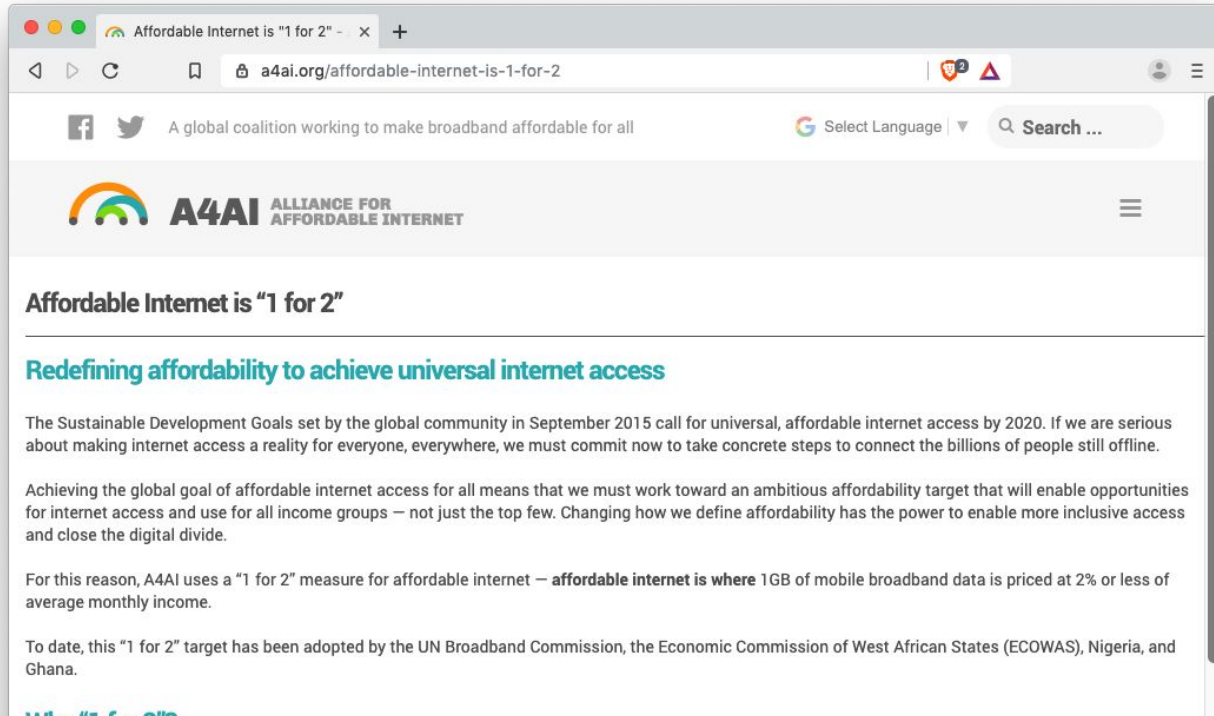
## Defining for Digital Inclusion

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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



A screenshot of a web browser displaying the A4AI website. The browser's address bar shows the URL [a4ai.org/affordable-internet-is-1-for-2](https://a4ai.org/affordable-internet-is-1-for-2). The page features the A4AI logo, which consists of a stylized rainbow arching over the text 'A4AI ALLIANCE FOR AFFORDABLE INTERNET'. Below the logo, the main heading reads 'Affordable Internet is "1 for 2"'. A sub-heading in teal text says 'Redefining affordability to achieve universal internet access'. The main text explains that the Sustainable Development Goals call for universal, affordable internet access by 2020 and that A4AI uses a '1 for 2' measure where 1GB of mobile broadband data is priced at 2% or less of average monthly income. It also notes that this target has been adopted by the UN Broadband Commission, ECOWAS, Nigeria, and Ghana.

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.



## Why do we need a new definition?

### UNDERWHELMING DEFINITION

*Current UN definition:* internet access from any location/device within the last three months.

### INSUFFICIENT BINARY

*Civil society stopgaps:* Increasing number of reports and statements referring to 'meaningful access' as something more. No precise definition.

### ILLUSION OF COVERAGE

*Digital divide:* Without a better definition and better measures, risk perpetuating digital inequalities.



# DEFINITION FOUNDATIONS

## RELEVANT

To enable policy ambitions.

## MEASURABLE

To track progress in connectivity.

## EVIDENCE -BASED

To reflect the needs of internet users.

## GENDER -RESPONSIVE

To measure and close the digital gender gap.

## OPEN INTERNET ACCESS

To exclude artificial restrictions.

*No artificial restrictions, whether economic or political (like platform zero-rating or censorship) on internet access*



learning about things  
+ people that  
I don't know

know things  
about me I  
didn't want  
them to know

talking  
w/ friends!

starting  
movements!!

Buying  
clothes

Communicating  
with  
friends

Getting  
stuck in  
a youtube  
hole

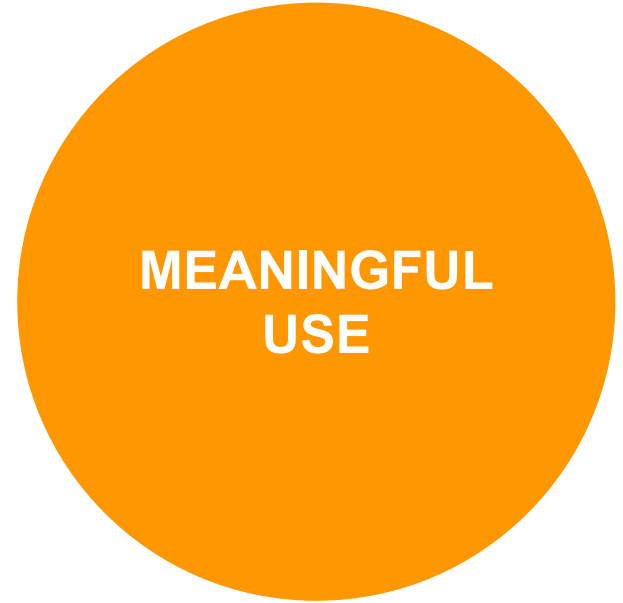


Following  
Hashtags  
on instagram

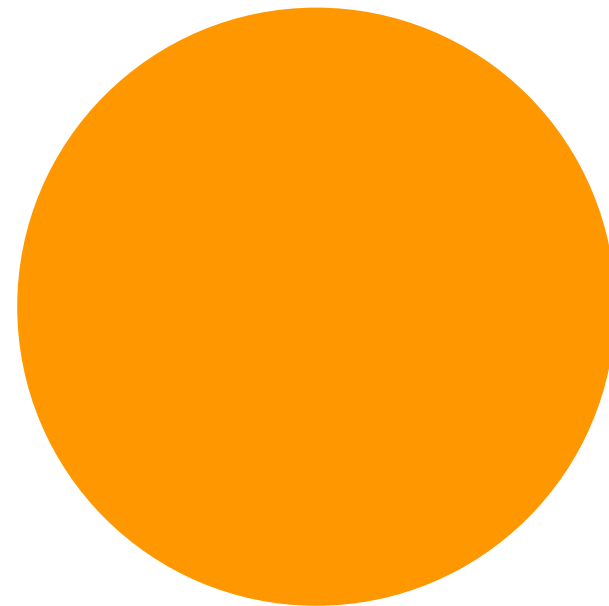
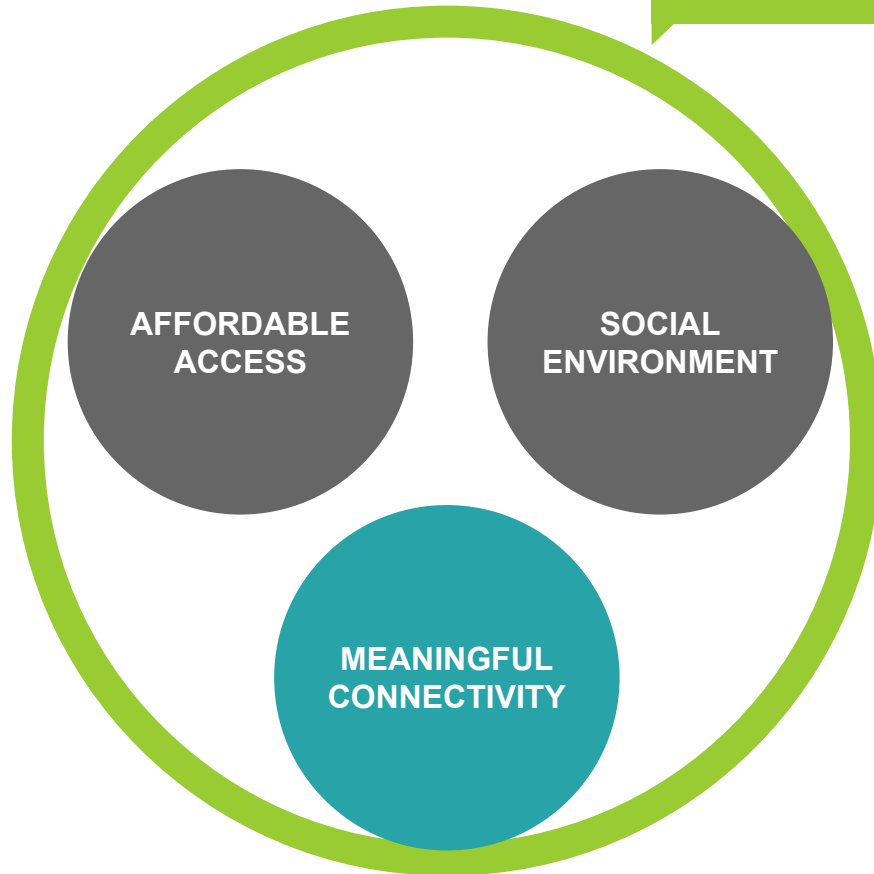
directions

Getting  
online

Seeing  
all right  
posts



# MEANINGFUL ACCESS



# Dimensions of meaningful connectivity

SUFFICIENT SPEED

**4G MOBILE CONNECTION**

A SMART DEVICE

**SMARTPHONE ACCESS**

SUFFICIENT DATA

**UNLIMITED CONNECTION  
AT HOME OR PLACE OF  
WORK/STUDY**

SUFFICIENT RELEVANCE

**DAILY INTERNET USE**





## 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.





**A4AI**

**ALLIANCE FOR  
AFFORDABLE INTERNET**