



# **Digital Poverty Alliance** Charter for Digital Inclusion

2024 | Digital Poverty Alliance

digital  
poverty  
alliance



## **Charter for Digital Inclusion** Our Collective Mission

**Recognising the critical concern of digital poverty as a barrier to equality and progress in our society, we, as a coalition of responsible organisations, affirm our commitment to addressing this issue in all its forms.**

In the spirit of collaboration, we understand that the challenge of ensuring equitable digital access, literacy, and skills extends beyond individual efforts and requires a united front. Digital poverty, encompassing not only the lack of access to devices and broadband but also gaps in digital skills and literacy, poses a significant obstacle to economic and social inclusion in the digital age.

It is essential to acknowledge that while digital inclusion is a choice, ensuring equal opportunity for all in society to make that choice and providing the necessary support and information is paramount. By pledging our resources, expertise, and influence, we aim to overcome these barriers, advocating for and implementing solutions that promote digital inclusion. This commitment reflects our belief in the transformative power of technology as a force for good, capable of enriching lives and empowering communities, thereby fostering a more inclusive, equitable, and prosperous society for all.



## Charter for Digital Inclusion

### 1. Raising Awareness

**Awareness is the cornerstone of action, and in this vein, we pledge not only to raise awareness within our own ranks – among our colleagues, customers, and partners – but also to call upon our peers in the UK business community to join us in this critical endeavour.**

By engaging in educational initiatives, hosting workshops, leading advocacy campaigns, and participating in events such as the Digital Poverty Alliance's annual End Digital Poverty Day, our goal is to highlight the paramount importance of digital inclusion and its profound impact on individuals and communities alike. Through the dissemination of knowledge, sharing of personal narratives, and fostering of empathy, we aim to shed light on the detrimental effects of digital poverty and underscore the critical need for immediate, collective action. It is with a unified effort that we can galvanise a movement towards tangible change within the UK, ensuring that the message of digital inclusion resonates across all sectors, inspiring action and commitment to creating a digitally inclusive society for all.

#### **Example Action:**

*You might choose to participate in the Digital Poverty Alliance's End Digital Poverty Day each year on September 12<sup>th</sup> to actively promote digital inclusion and end digital poverty through a united effort.*



## Charter for Digital Inclusion

### 2. Accessible Services

**We commit to a collaborative approach with our stakeholders to ensure that our digital services are universally accessible, reflecting a deep understanding of and response to the diversity of individual needs and abilities.**

This commitment means actively pursuing the creation of digital environments that are equitable and inclusive, particularly for people with disabilities, those with low levels of literacy, and anyone facing barriers to digital access. By prioritising the removal of these barriers in our digital offerings, including a thorough audit of our website against international accessibility guidelines, specifications, and best practices, we aim to foster an environment where every user can navigate, understand, and benefit from our services, ensuring no one is left behind in the digital age. To truly ensure our platforms serve diverse needs, our audit strategy extends beyond automated testing tools, incorporating elements such as expert reviews and user feedback to capture a broad spectrum of accessibility challenges. Our dedication to digital equity is a cornerstone of our corporate responsibility, underscoring our belief in the power of technology to enhance lives and connect communities across the UK in meaningful and transformative ways.

**Example Action:**

*You might choose to conduct a thorough audit of your organisation's digital environments to ensure compliance with the Web Content Accessibility Guidelines (WCAG).*



## Charter for Digital Inclusion

### 3. Device Donation

**The provision of digital devices is a critical step in closing the digital divide, and towards this end, we will actively engage in efforts to donate devices for refurbishment and reuse, with a strong emphasis on sustainability in our approach.**

Recognising the importance of environmental responsibility, we are committed to ensuring that our device donation initiatives minimise waste and maximise resource efficiency. By refurbishing and repurposing devices, we not only extend their lifespan but also reduce electronic waste, contributing to a more sustainable future. Through strategic partnerships, we aim to amplify the impact of our sustainable device provision efforts, empowering individuals with the necessary tools to engage with digital opportunities while promoting environmental stewardship. Together, through these concerted efforts, we can make substantial strides in bridging the digital divide, ensuring that technology serves as a tool for inclusion and advancement across all sectors of society, while also advancing sustainability goals.

**Example Action:**

*You might choose to donate your organisation's unused devices to the Digital Poverty Alliance or to a local device donation scheme.*



## Charter for Digital Inclusion

# 4. Digital Skills Development

### **Empowering individuals through digital skills acquisition is paramount for fostering a digitally inclusive society.**

In line with this belief, we pledge to support our employees in developing essential digital skills, empowering them to effectively navigate the digital landscape and contribute to a digitally inclusive society. We advocate for organisations to not only support but actively engage in promoting digital literacy and capacity building among their workforce and the wider community within the UK. Furthermore, we are dedicated to fostering a culture of digital champions within our workplace, acknowledging their crucial role in driving digital transformation.

Through investments in training programmes, educational workshops, and accessible learning resources, we are committed to equipping people with the capabilities to navigate and thrive in the digital world. Our collective investment in digital education aims to cultivate a workforce and community that are both digitally savvy and inclusive, ensuring that every individual has the opportunity to participate fully in our digital future.

#### **Example Action:**

*You might choose to implement a digital champions programme, collaborating with members of the Digital Poverty Alliance such as Digital Unite or Citizens Online. Alternatively, you might opt for a holistic approach, such as the FutureDotNow Workplace Strategy.*



## Charter for Digital Inclusion

# 5. Partnership for Impact

**The complexity of digital poverty demands a multidimensional approach, necessitating collaboration across governmental, non-profit, and private sectors within the UK.**

By pooling our expertise, resources, and networks, we are positioned to challenge systemic barriers, advocate for policy reforms, and mobilise support for impactful initiatives. It is through these collaborative ventures that we can aspire to construct an equitable and inclusive digital landscape for future generations, ensuring a concerted effort that addresses the multifaceted nature of digital poverty head-on.

**Example Action:**

*You might choose to join the Digital Poverty Alliance's Industry Forum, or partner with a local charity focused on digital inclusion.*



## **Charter for Digital Inclusion** Commitment to Action

**By signing this charter, your organisation commits to engaging in three or more of the actions stated above.**

We value transparency and accountability, so we encourage you to provide details on the current actions your organisation is undertaking to achieve these commitments. Additionally, we are interested in learning about your organisation's plans for the future in advancing these efforts.

Furthermore, as we advance in our mission to end digital poverty, we envision transitioning to a stratified charter based on a set of defined metrics in 2025. This evolution will ensure a more targeted and impactful approach towards achieving our goals. We intend to seek input from foundational signatories like your organisation, whose commitment and expertise are integral to shaping this future direction.





## Charter for Digital Inclusion

# Signing the Charter

**Review the Charter:** Ensure that your organisation understands and is willing to commit to the principles and actions outlined within this document.

**Authorisation:** Confirm that the individual signing the charter has the authority to commit your organisation to the actions and principles stated.

**Signature Submission:** Signatories are requested to submit their signature electronically via a short form available at [digitalpovertyalliance.org](https://digitalpovertyalliance.org).

**Acknowledgment:** Upon receipt of your signature, the Digital Poverty Alliance will acknowledge your organisation's commitment and include you in our list of partners working towards ending digital poverty. You will also receive updates on collective progress, opportunities for collaboration, and invitations to events related to the charter's objectives within the UK.

We look forward to welcoming your organisation into our growing coalition dedicated to making digital inclusion a reality for all within the UK. Together, we can turn the tide against digital poverty and build a more inclusive digital future.



## Charter for Digital Inclusion

# Start the Signing Process

### About Your Organisation

Name of your organisation:

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Size of your organisation:

- Up to 49 members of staff
- Up to 249 members of staff
- 2,000+ members of staff

Why do you consider digital inclusion to be important for your organisation?

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## Charter for Digital Inclusion

# Start the Signing Process (Continued)

### Pledges

What actions will your organisation undertake to raise awareness of digital inclusion?

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What actions will your organisation undertake to enhance the accessibility of its digital environments?

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What actions will your organisation undertake to donate its unused devices for refurbishment and reuse?

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What actions will your organisation undertake to foster the acquisition of digital skills among its people?

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What actions will your organisation undertake to collaborate with other organisations in promoting digital inclusion?

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# digital poverty alliance

The Digital Poverty Alliance is registered as the working name of the Learning Foundation. Registered Charity in England and Wales: 1086306. Registered Company in England and Wales 3978344. Registered address: 3rd Floor, 86-90 Paul Street, London EC2A 4NE.



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