



NATIONAL MULTI-STAKEHOLDER COALITION CONCEPT NOTE

About A4AI

The Alliance for Affordable Internet (A4AI) brings together prominent players from the private sector, public sector, and civil society to provide a unified voice and coordinated focus in addressing the shared goal of open, affordable access to the Internet in the developing world. The Alliance aims to increase the affordability of both mobile and fixed-line Internet access dramatically, with a focus on achieving the UN Broadband Commission Broadband Target of entry-level broadband services priced at less than 5% of average monthly income.

A4AI has a dedicated focus on policy and regulatory matters. Why? Put simply, whilst innovative technological solutions to affordability challenges are progressing apace, the best technologies in the world can't drive change if policy and regulatory factors prevent them from being implemented effectively. The Alliance recognizes that numerous other factors limit Internet adoption (including last-mile coverage, literacy, relevant local content, availability of electricity, IT literacy, etc.), but believes that the policy and regulatory matters affecting affordability are a centralized issue that can greatly benefit from a coordinated effort.

In working towards this vision, A4AI hopes to bring billions more online rapidly and make universal access a reality. The Alliance is therefore particularly concerned with affordable access for those living below the poverty line and those who are most excluded, including women, rural populations and minority groups, among others.

A4AI's Multi-stakeholder Coalition Concept

To achieve its vision, A4AI will engage with stakeholders in a number of countries across Africa, Asia and Latin America. In each country of engagement, the alliance will build multi-stakeholder coalitions interested in bringing about affordable Internet access and will empower them to drive forward change.

A4AI recognizes that achieving sustainable change requires not only workable approaches to the proposed reforms, but also clear consideration of the acceptability of the reforms to key stakeholders. The process of multi-stakeholder coalition building will seek to ensure that public, private, academic, media and CSO sectors are represented in the national multi-stakeholder coalitions and will be grounded upon the principles of consultation and open dialogue. This will also ensure that the policy and regulatory reform proposals developed by the national coalitions are informed and shaped by the views and concerns of all stakeholder groups in each country.

A4AI will seek to build both internal (i.e., national) and external (i.e., regional and international) stakeholder support for change. It will engage with country specific stakeholders, as well as external stakeholders from the private sector, civil society, academia and media in order to build increased public awareness and demand. Working effectively with internal and external stakeholders is likely to generate additional resources that can be of benefit to the national process, including knowledge and investment.

As the coalition facilitator, A4AI recognizes that there is no 'one-size-fits-all' approach. Each engagement will be different in every country, and the Alliance will ensure that there is flexibility in terms of both its approach and focus, which takes into account the changing environments in which it is working. A4AI will also preserve flexibility – enabling it to change its strategy to respond to shifting priority needs in countries of engagement.



Objectives and Outline of the A4AI Key Stakeholder Forum

The 1st A4AI Ghanaian Multi-stakeholder Forum, which will take place on 11 February 2014 in Accra, Ghana, will be among the first of its kind globally. Its primary objective is to establish a Ghanaian multi-stakeholder coalition that will contribute towards the government policy to bring about affordable Internet access to all Ghanaians.

Those key stakeholders that attend the Forum will be introduced to A4AI and learn more about its objectives in Ghana and further afield. The Forum will also provide a platform for attendees to discuss the key policy and regulatory challenges to greater Internet affordability in Ghana; begin developing the national coalition that will work to overcome these challenges; and develop an Action Plan focused on three to four priority areas. The following presents the agenda for the Forum.