# A4AI-Ghana
# Multi-stakeholder Coalition
# *Objectives and Plans*

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# Agenda

- What is A4AI?
- The A4AI national multi-stakeholder coalition model and objectives
- A brief look at internet affordability in Ghana
- Starting the dialogue with stakeholders

# WHAT IS A4AI?

# What is A4AI?

- An global coalition: 50+ members

- Laser focus on broadband affordability via policy and regulatory reform

- Secretariat: World Wide Web Foundation

- Global Sponsors:
  - Google
  - UK DFID
  - Omidyar Network
  - US AID

# Policy, Engagement and Information

- Clear focus on Policy and Regulatory Reform
  - Underpinned by:
    1. Leadership at the national level
    2. Coalition building
    3. Impartial research & knowledge-sharing

- Engaging with 10 to 12 countries by end of 2015 across Africa, Asia and Latin America

- On-going research and production of an annual Affordability Report

- International advocacy

- Facilitating South-South dialogue

# THE A4AI NATIONAL MULTI-STAKEHOLDER COALITION MODEL AND OBJECTIVES

# The National Coalition Concept

- A4AI recognizes that sustainable change requires 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, collaboration 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.

# Objectives of the National Coalition Forum

- To establish an A4AI Ghanaian multi-stakeholder coalition that will contribute towards the government policy to bring about affordable Internet access to all Ghanaians.

- To outline the coalition action plan and timeline of activities (coalition meetings, workshops, seminars, proposal development, etc.)

- To agree on coalition work methods and tasks (online channels, F2F, frequency, etc.)

# Objectives of the National Coalition Forum

- To identify key priority areas/issues for coalition engagement

- To develop concrete proposals for the implementation of policy objectives, including regulations that create the right incentives for lowering cost structures and eliminating barriers to affordability

- To support the policy and regulatory reform process with evidence and solid research

# A BRIEF LOOK AT INTERNET AFFORDABILITY IN GHANA

# Affordability in Ghana

- Ghana ranked 30 of 46 countries in our latest Affordability Index
- Around 17% of individuals use the internet
- Ghana is ranked 141 of 169 countries by the ITU in their latest ranking on broadband price
- An internet connection costs between 11%-36% of the GNI per capita
- Internet users have more than doubled in the past two years (8% of the population in 2010, 17% in 2012)
- **Fixed and mobile broadband subscriptions remains low (less than 10%)**
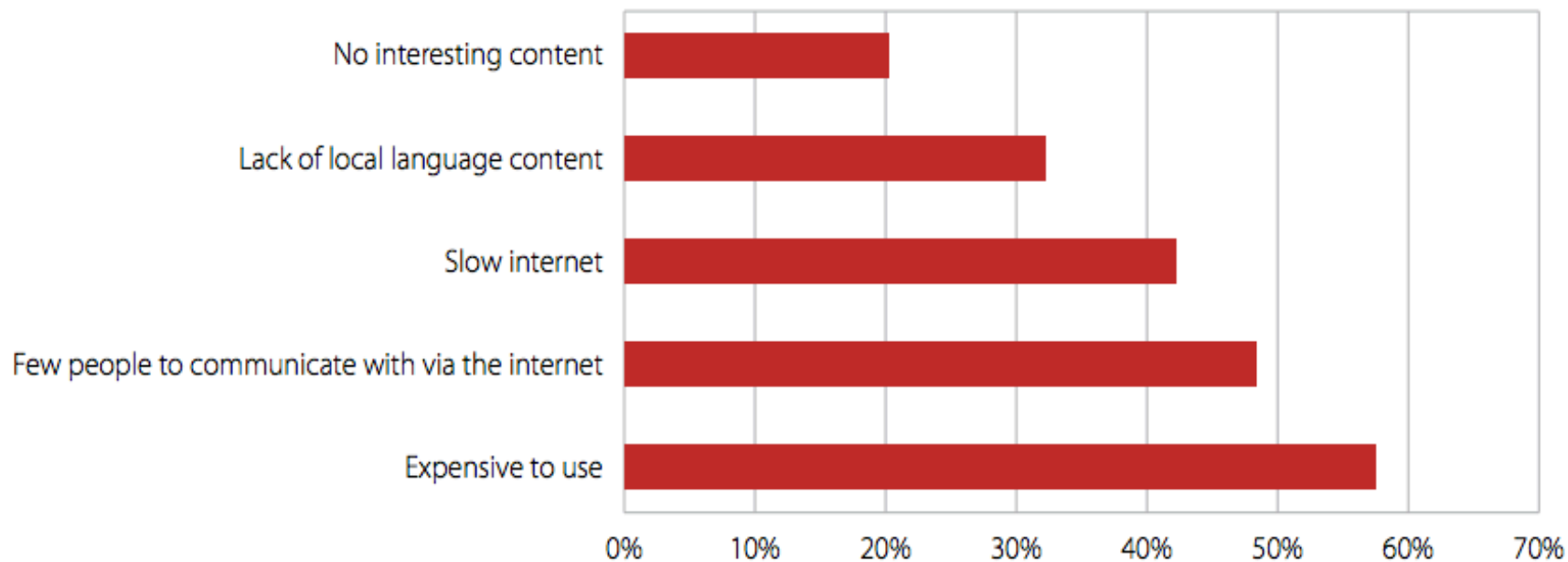
# Cost is the key barrier...



**Figure 13: Limitations on internet use**

*Source: RIA ICT Survey data 2011-12*
*Please note: Data is based on multiple responses*

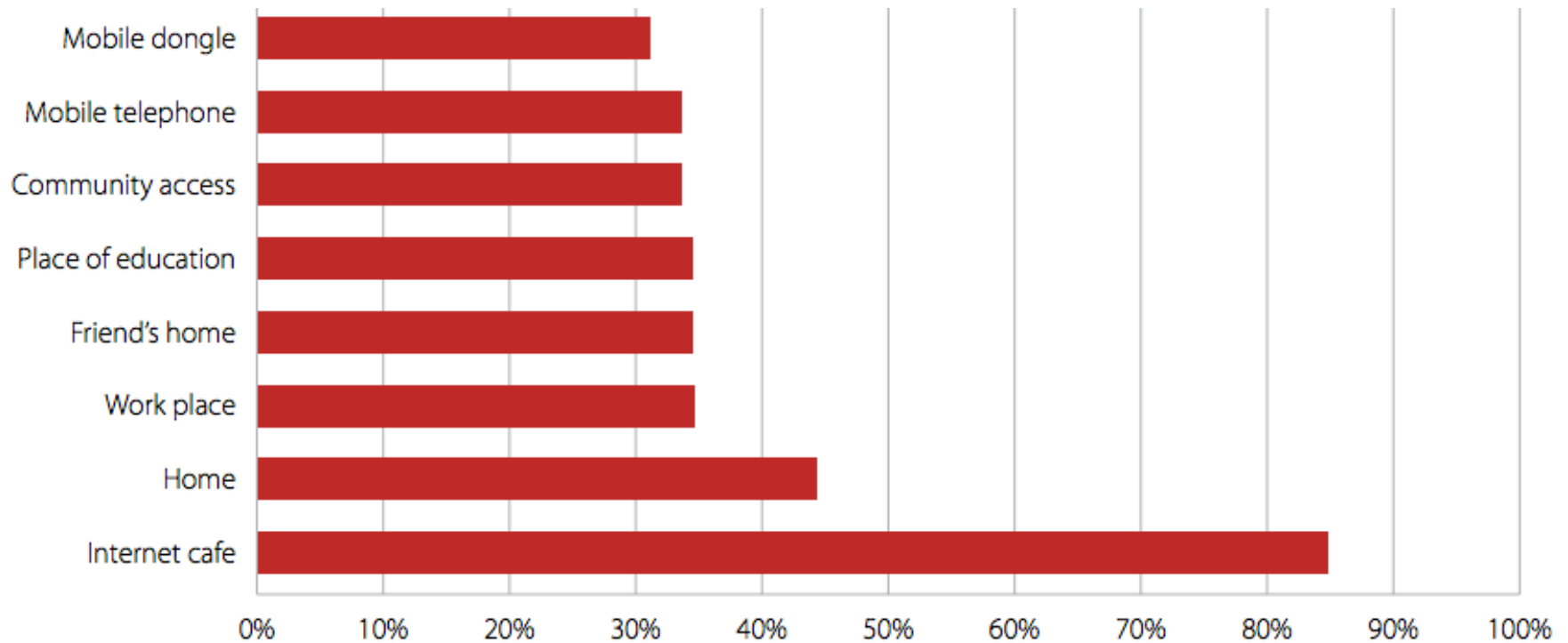# Public access remains critical



**Figure 12: Place of internet use**

Source: RIA ICT Survey data 2011-12
Please note: Data is based on multiple responses

# Competition Alone Is Not a Silver Bullet

# PPPs Can Play a Key Role in Infrastructure Deployment

# Underserved Populations Should Be a Focus

# STARTING THE DIALOGUE WITH STAKE-HOLDERS

# Because…

- Policy and regulation is the key, and active participation of all stakeholders in hammering out a concrete plan of action is perhaps the single most important step to move from high prices and low uptake to low prices and high demand.

# Thank you!

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