

A4AI Country Coalitions

A4AI-Ghana Pricing Transparency Working Group Work Plan

June 2014-February 2015

OUTCOMES	OUTPUTS	KEY ACTIVITIES	ТІМЕ	Risks/ Challer						
			Aug	Sep	Oct	Nov	Dec	Jan	Feb	
More transparent pricing so consumers understand what they are consuming and what they are, or are not, paying for.	Document outlining the pricing transparency challenge in Ghana and how it undermines broadband development (key foundation for advocacy) Recommendation for standard	Data gathering of baseline on current consumer attitude and practices – e.g. Assessment of Google reports on consumption of data by students.								Digital illiterac Cost of educati
Improved digital literacy in Ghana, especially in respect of Internet an broadband pricing. This increased literacy should lead to greater demand and usage of Internet and all the socio- economic benefits that stem from it.	definition of what units of data are, how they are consumed and how much is spent on averagePolicy proposal for MoC on the importance of price transparency for greater consumer awareness.	Mixed methods: Review of strategies and reports Review global best practices								be too NCA m benefit transpa
Improved consumer protection in Ghana, as Ghanaian ICT users better protect themselves and assert their rights.	Regulatory proposal for NCA on how and why to publicize the definition of what units of data are, how they are consumed and how much is spent on average.	on pricing transparency Assess how A4AI-Taxation working group's telecoms transparency campaign might contribute to A4AI-Pricing Transparency group's work								this jun Evidend impact transpa might b come b

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Advocacy for Policy recommendation for all to see internet as a critical national infrastructure and pricing transparency as essential to its development.	Reactive education- data monitoring on smart phones (applications)					
	Seminar / engagements with service providers (education)					
	Advocate dual communicate of price viz a viz data (monetary vary).					
	Development of policy proposals for pricing transparency					
	Development of regulatory proposal to NCA for pricing transparency				Absence of RTI.	
	Submission of policy proposal to MoC for pricing transparency					
	Submission of proposal to NCA for pricing transparency					