



#DIGITAL
POVERTY
PLEDGE 

A photograph showing the silhouette of a person sitting at a desk in front of a large window. The person is looking out the window, with their hand near their face. On the desk, there is a laptop and a mug. The scene is backlit by the window, creating a strong silhouette effect. The window looks out onto a city street with trees and buildings.

Learn Digital.
Lead Digital.

Unleashing the digital leaders of tomorrow.™

#DIGITALPOVERTYPLEDGE 2021

Throughout the Covid-19 pandemic, althaus has remained committed to keeping its learners safe and connected, leveraging technology platforms and resources to continue to deliver exceptional learning experiences and outcomes. While the increased deployment of live e-learning and remote support has undeniably provided lifelines to individuals with the means of accessing these online services, it has also served to intensify issues for those without the necessary digital capital required to keep pace with the modern working world.

althausdigital.co.uk

Learn Digital. Lead Digital.

Digital capital consists of any assets that enable our digital interactions: skills, knowledge, money, space and time, family and peer support, and confidence in the security and reliability of our local infrastructure.

According to the Office for National Statistics, 11.3 million people in the UK don't have the basic digital skills they need to thrive in today's society, with 4.5 million of those having never used the internet. With our world becoming ever more digitally enabled, those not able to take advantage of these technological advances become increasingly excluded from society. It is estimated that within the next 5 to 15 years, 90% of jobs will require some degree of digital skills, with the 2018 Lloyds Bank UK Consumer Index research revealing that over half of those online indicated that the internet had assisted them in finding a job. This further highlights how the digitally excluded will become increasingly disadvantaged in the employment market without specific interventions to ensure they are otherwise catered for.

“It is difficult to see how our society can progress into a prosperous, fair future unless we ensure that all members of it have the basic digital capital to allow them to acquire such specific skills and compete for progression on the same basis as their peers.”

**Dave Donaghy, Lead Engineer at HPE /
Council Member at The Chartered
Institute for IT**

#DIGITALPOVERTYPLEDGE

- 4.3 million people in UK estimated to have zero basic digital skills
- An estimated 9 million people in UK are unable to use the Internet & device by themselves
*UK Consumer Digital Index 2020
- An estimated 17.1 million of the workforce lack digital skills required for the workplace
*UK Consumer Digital Index 2020
- 1.9 million households in the UK lack any kind of internet access
- 47% of people that are offline in the UK come from a low-income household

HOW WE CAN MAKE A DIFFERENCE

As part of its #digitalpovertypledge, althaus has committed to provide free digital skills training to those in digital poverty and is calling upon organisations like yours across the UK to contribute in any way you can to support these individuals in bridging the digital divide.

althaus pledge for 2021: 500 hours of free digital skills training

How you can help: digital hardware, software, internet access & data

We are kindly asking for contributions (of any size) towards laptops and tablets, as well as connectivity in the form of pre-paid SIM cards and dongles that will afford excluded individuals the opportunity to access the latest learning, development & employment opportunities, connect with family and friends, and keep up-to-date with critical health advice and other essential online services.

How you can help: inclusive digital employment opportunities

47% of people offline in the UK come from a low-income household, evidencing the positive correlation that exists between digital poverty and cash poverty. Through the creation of inclusive, entry-level digital employment opportunities, you will empower individuals to bridge the digital gap by means of an exciting and sustainable career path with multiple benefits to their social mobility, mental health and physical well-being.

GET IN TOUCH

How you can help: amplify our message and further the cause

We will keep you updated with the progress of our campaign and the **impact of your contribution** across the year, which we will naturally encourage you to promote by means of your social media channels, website, press releases etc. Furthermore, permission to use your logo in addition to endorsements from senior stakeholders across your organisation for inclusion within our social media campaigns will go a long way towards building **momentum and recognition** for the initiative. We want you to be proud of your individual contribution and althaus advocacy, so encourage you to use the **#digitalpovertypledge** and tag althaus in all your related social media activity.

If you are **interested** to learn more about how you or your organisation can **support**, please submit your details to **dpp@althausdigital.co.uk**