Deliver Win-Win Partnerships In Challenging Times Through Innovation, Collaboration & Shared Values In Common Causes
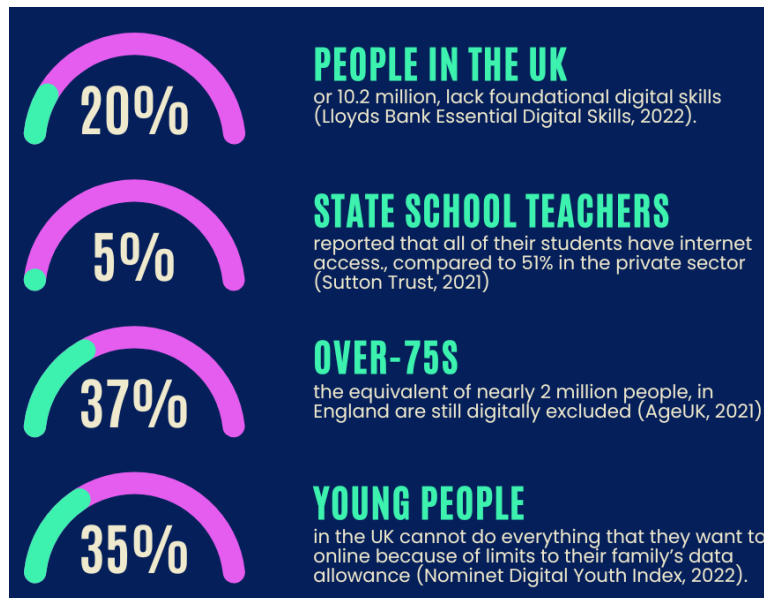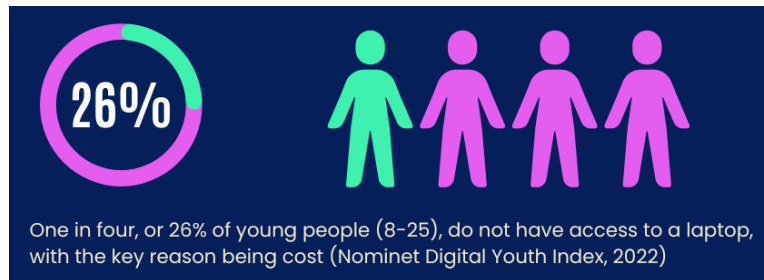
Elizabeth Anderson – CEO, Digital Poverty Alliance
Catrin Hale – Group Social Impact Manager, Currys

DIGITAL POVERTY: THE INABILITY TO INTERACT WITH THE ONLINE WORLD FULLY WHEN WHERE AND HOW AND INDIVIDUAL NEEDS TO.

One in four, or 26% of young people (8-25), do not have access to a laptop, with the key reason being cost (Nominet Digital Youth Index, 2022)

20% PEOPLE IN THE UK
or 10.2 million, lack foundational digital skills (Lloyds Bank Essential Digital Skills, 2022).

5% STATE SCHOOL TEACHERS
reported that all of their students have internet access., compared to 51% in the private sector (Sutton Trust, 2021)

37% OVER-75S
the equivalent of nearly 2 million people, in England are still digitally excluded (AgeUK, 2021)

35% YOUNG PEOPLE
in the UK cannot do everything that they want to online because of limits to their family's data allowance (Nominet Digital Youth Index, 2022).

- Lockdowns and pandemic highlighted need for tackling digital poverty
- We are tackling the millions who are offline
- Our aim is to convene, advocate and support
- Collaboration with industry, government and charities is the key
- Currys have been with us from the beginning

digital poverty alliance

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Together we will end Digital Poverty by 2030

- Partnerships only truly work with shared values and the highest level
- Currys committed at start up – and joined our...
  - ✓ Founders Board: Strategic input at most senior level
  - ✓ National Delivery Committee: Delivering real change
  - ✓ Ambassadors: Advocating for what we do
- Real Support right now: Tech4Families
- Together this means involvement for senior leaders, corporate & store colleagues and customers

We've seen first-hand how digital poverty can adversely impact someone's life. Tech4Families is an initiative we are proud to be a part of, as it goes a long way to improve the lives of hundreds of families across the U.K.

PAULA COUGHLAN
- Chief People, Communications and Sustainability Officer for Currys

Tech4Families:
- Almost 1,000 families supported
- 2,000+ applications
- 7 regions supported

We have twin boys Charlie & Harry who are 8 years old. The laptop has enabled the boys to do homework and research & different things. The new laptop is a great addition in helping the boys complete homework on time and answer questions that mum and myself cannot.

PAUL
- Father of Tech4Families Beneficiary

Our priorities support our Vision
We help everyone enjoy amazing technology

Progress to date

Founding partner of the Digital Poverty Alliance (DPA) to drive long term change through convening and inspiring collaboration within the UK community for sustainable action against digital poverty

Supporting key DPA moment and milestones with senior representation and PR

Working with the DPA to raise the issue up the Government's agenda by integrating the issues of digital poverty into our communications plans and public affairs priorities

Launched Tech4Families to help support those in immediate digital need

Inspired colleagues to join the fight against digital poverty

Increased colleague engagement
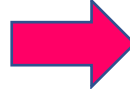
Business Impact

A strong evidence point for our vision to help everyone enjoy amazing technology, emphasising the societal role we play

Building our reputation and building proof points for our commitment to help eradicate digital poverty

Drawing out the connections and opportunities that solving digital poverty provides

Almost 1,000 laptops provided to families in need, funded by customers microdonations in stores

Our colleagues have created opportunities to support the DPA from award winning window displays to raise awareness, to £12k being raised for the inaugural End Digital Poverty Day, and much more!
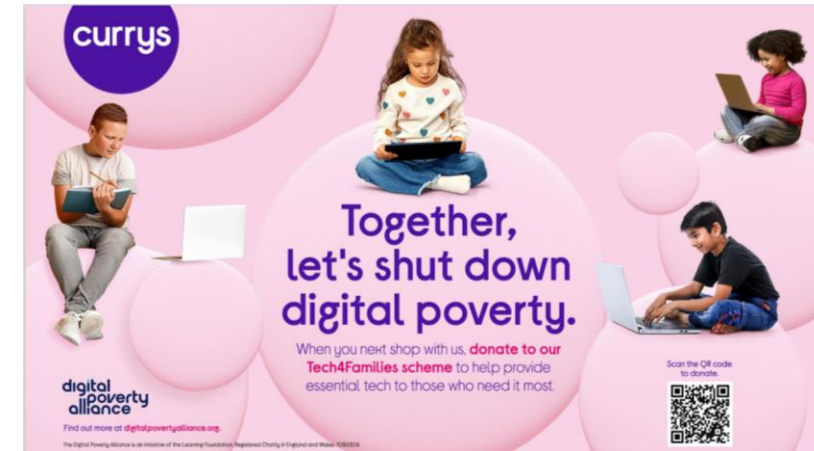
OTP score of 77 for Corporate Citizenship, up +3 points on previous year

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Challenging Times
The cost of living

Continued collaboration

THREEHANDS **INSIGHT**

The Outside In Project: Digital Poverty
Inspiring action from businesses through conversations with lived experts

COMPUTER RECYCLERS

getonline@home

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Take aways

- Roles and responsibilities and good governance
- Strengths and weaknesses
- Insight and data driven
- Putting the time in to build connections