BRIDGING THE DIGITAL DIVIDE

BERNARD AGIUS

eSkills for employment and growth - 6TH June 2012
The Malta Communications Authority

- The Malta Communications Authority is the national regulatory authority of the communications sector in Malta. It also regulates electronic communications, eCommerce and the postal sector.

- The MCA is also responsible for implementing national policies on eInclusion, internet safety and eCommerce.

- Projects implemented by MCA
  - SmartStart
  - ICTforALL
  - Wi-Fi in public places
  - BeSmartOnline!
  - Digital champions
  - Epitome
  - eAging programme
  - Community Information Sessions

BRIDGING THE DIGITAL DIVIDE
ACCESS

Percentage of households connected via broadband

Percentage of connected households by presence of child dependants

BRIDGING THE DIGITAL DIVIDE
Percentage of individuals who never use the internet

Percentage of population who access the internet (minimum once a week)

BRIDGING THE DIGITAL DIVIDE
A DIGITAL GENDER DIVIDE

Internet users by gender (Once a week or more)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 24 years old</td>
<td>91</td>
<td>95</td>
</tr>
<tr>
<td>25 to 54 years old</td>
<td>74</td>
<td>72</td>
</tr>
<tr>
<td>55 to 74 years old</td>
<td>42</td>
<td>32</td>
</tr>
</tbody>
</table>

BRIDGING THE DIGITAL DIVIDE
Percentage of individuals who use the Internet by level of education (once a week)

- All Individuals: 66%
- Individuals with no or low formal education: 49%
- Individuals with medium formal education: 88%
- Individuals with high formal education: 97%
AN INCOME DIVIDE

Percentage of households with internet access by income percentile

- Total: 75%
- Households with income in first quartile: 49%
- Households with income in second quartile: 81%
- Households with income in third quartile: 91%
- Households with income in fourth quartile: 94%
## THE DIGITAL DIVIDE

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>125,000</td>
<td>Individuals have never used the Internet</td>
</tr>
<tr>
<td>35,000</td>
<td>Families not connected to the Internet</td>
</tr>
<tr>
<td>30,000</td>
<td>Individuals aged between 65 and 74 not using the Internet</td>
</tr>
<tr>
<td>110,000</td>
<td>Individuals aged between 45 and 64 not using the Internet</td>
</tr>
</tbody>
</table>
DIGITAL DIVIDES

- **Digital illiteracy:** individuals who lack the competence to use ICTs are
  - unable to communicate (social isolation)
  - unable to use the tools for learning, working...
  - unable to access online opportunities - entertainment, shopping, government etc...

- **Digital poverty:** individuals who are not able to connect are excluded from the *Networked Society* and all its activities

- **Multiple digital divides within the Networked Society** – an individual can be on a wrong side of a digital divide if he or she fails to take advantage from ICTs in daily life activity

- **Everyone can be on the wrong side of a digital divide** – a university professor, a business manager, an engineer, a student...
DIGITAL COMPETENCE

Digital Competence
- Critical and confident ICT use

Operational ICT Skills
- ICT practitioner
- eBusiness Skills

eSkills

Media Literacy

NETWORKED SOCIETY

[Logo] MCA (Malta Communications Authority)
A SOCIAL EQUALISER

- Unprecedented opportunities for those who have traditionally been disadvantaged in society

- Opportunities
  - an aging population
  - disability
  - employees with obsolete skills and experiences
  - immigrants
SEGMENTING THE BUSINESS COMMUNITY

Vulnerable Sectors
- The Construction Industry
- Agriculture and Fisheries
- Declining Manufacturing Sectors
- Microenterprise

Mature Sectors
- Wholesale and Retail Sector
- Food and Beverage Manufacturing

Advanced Sectors
- Publishing and Printing
- The Business Services Industry
- The Real Estate Sector

Strategic Sectors
- Advanced Manufacturing
- Advanced Logistics and Transport
- Financial Services
- Tourism
- Training and Education
- Health Care and Life Science Industry
- Creative Industries
- The Information and Communication Sector

NETWORKED ENTERPRISE
Digital Agenda for Europe - to deliver sustainable economic and social benefits from a digital single market based on fast and ultra fast internet and interoperable applications
STRATEGIC THRUSTS (NS)

THRUSt 1
Inspiring everyone to get online

THRUSt 2
Facilitating access and opportunity

THRUSt 3
Building digital skills and competences

THRUSt 4
Promoting ICT as a social equity

THRUSt 5
Contributing to better policy

NETWORKED SOCIETY

BRIDGING THE DIGITAL DIVIDE
**Outcomes**
- 95% of Maltese households to be connected to the Internet
- 75% of individuals will be using the internet on a frequent basis
- 60% of individuals in employment to be using the Internet on a frequent basis
- 40% of individuals aged between 60 and 75 to be using the Internet on a frequent basis
- 10% of individuals would have never used the Internet

**Outputs**
- Skilled 2% of the adult population in Malta
- Reached all children in schooling on the smart use of the Internet
- Reached all household with content on the benefits of ICTs
- Supported 5% of people in retirement
- Assisted 100 NGOs
- Published an annual report on the status of the Maltese Networked Society

**TARGETS**

**BRIDGING THE DIGITAL DIVIDE**
STRATEGIC THRUSTS (NB)

BRIDGING THE DIGITAL DIVIDE
TARGETS

Outcomes
- 97% of businesses using the Internet
- 60% of population buying online
- 50% of enterprises sharing information electronically with clients and suppliers
- 35% of enterprises selling online

Outputs
- 2000 microentrepreneurs reached through awareness raising campaigns
- 200 microentrepreneurs attending ICT basic training
- 3000 entrepreneur and business leaders reached through awareness and education campaigns
- 500 marketers reached through education initiatives
- Supported 3 cases of ICT integration in supply-chain or eCommerce
- 40 eShops to form part of the Trustmark
- Issued an annual report (3) on eCommerce and eBusiness trends
Thank you

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