

Advancing affordability to connect all Ghanaians

A global coalition working to make broadband affordable for all



A4AI-GHANA

Policy Wins and Opportunities

a4ai.org

[@a4a_internet](https://twitter.com/a4a_internet)

What is A4AI?



We are the
world's broadest technology sector alliance
working to
drive down the price of broadband
by
**transforming policy and regulatory
frameworks.**

Public-private collaboration in action with 80 member organisations



USAID
FROM THE AMERICAN PEOPLE



All have endorsed one set of **best practices**

- *grounded on the principles of internet freedom and the fundamental rights of expression, assembly, and association online -*

for making **affordable broadband internet** a reality.

How do we work in member countries?



In each member country, we form a
national multi-stakeholder coalition



civil society



public sector



private sector

to

IDENTIFY KEY BARRIERS TO AFFORDABLE ACCESS

&

DEVISE TAILORED SOLUTIONS TO DRIVE PRICES DOWN

A4AI in Ghana

Kwaku Ofose-Adarkwa, PhD
National Coordinator

A global coalition working to make broadband affordable for all



Working Group Champions

Consumer Advocacy & Pricing

Transparency: Clara Pinkrah-Sam,
Digital Entrepreneurship & BPO
Expert

Infrastructure Sharing: Estelle
Akofio-Sowah, Country Manager,
Csquared

Taxation: Derek Barnabas-Laryea, Head
of Research and Communications,
Ghana Chamber of
Telecommunications

Research and Data Collection: Kafui A.
Prebbie, Chief Executive Office,
TECHAiDE

a4ai.org

[@a4a_internet](https://twitter.com/a4a_internet)

Key Touch Points: A4AI & GHANA MOC



OUTCOME:

- Introduced vision of A4AI and Ghana Coalition Leadership.
- Endorsement of the “**1 for 2 Affordability Target**”

OPPORTUNITIES FOR POLICY/REGULATORY COLLABORATION

1. Reformulating Ghana **ICT Digital Policy** proposed under the e-Transform with A4AI inputs
2. Adoption of recommendations from A4AI research on **infrastructure sharing** study in Ghana
3. Development of **public access policy** in collaboration with GIFEC
4. Identify key policy and regulatory areas to support NCA in implementation of “**1 for 2 affordability target**”

A4AI-Ghana Thematic Areas



1. Affordability Target
2. Pricing Transparency and Consumer Advocacy
3. Infrastructure and Open Access
4. Taxation
5. Research and Data Collection
6. Bridging the Gender Gap

1) “1 for 2” Affordability Target

1G data at 2% average monthly income



Accomplished

- Minister Ursula confirmed Ghana’s commitment to the target.

(Note: Target was also endorsed by ECOWAS and recently adopted by the UN Broadband Council)

Opportunities

- Include target in any upcoming ICT Policy Review.
- Explore opportunities to universalize broadband in underserved areas through GIFEC.

2) Pricing Transparency and Consumer Protection



Accomplished

- Surveyed over 6,000 consumers on experience of service
- Strengthened collaboration with NCA Consumer directorate and other civil society stakeholders.

Opportunities

- Clear regulation on pricing transparency including real-time updates on data usage.
- Addressing demand side issues through policy on digital literacy and development of relevant content. (GIFEC)
- Review the National Broadband Policy and Plan for universal access through encouraging sharing.

3) Infrastructure Sharing and Open Access



Accomplished/Impact

- Completed Infrastructure Sharing and Open Access Study

Opportunities

- Adoption of infrastructure sharing policy and regulations as per study concluded in 2017
- Explore opportunities within GIFEC to incentivise sharing as strategy to universalize broadband in underserved areas.

4) TAXATION



ACCOMPLISHMENTS

- Consensus among all key stakeholders regarding role of taxation in high cost of access.
- Submitted recommendations for rollback of taxes that were adopted in 2016.

OPPORTUNITIES

- Review of the impact of taxes on overall technology tools.
- Raise awareness on sector's total tax contribution with support/championing by MoC and MNOs.
- Rollback of ECOWAS 10% CST on handsets to promote ICTs
- Policy on surcharge to International Incoming Traffic

5) Research and Data Collection



ACCOMPLISHED

Increased stakeholder interest in data gathering for the ICT sector designed to better enable Government of Ghana agencies and others access to harmonized and reliable evidence-based research to inform policy decisions.

OPPORTUNITIES

- Attached is an infographic mapping key data gathering stakeholder in the ICT sector.
- Increase ICT related questions on internet and affordability in the next Ghana Population and Housing Census.

6) Bridging the Digital Gender Gap



ACCOMPLISHED

- World Wide Web Foundation, in partnership with the Media Foundation for West Africa, studied women's rights online and produced a Gender Scorecard for Ghana (2016).
- A4AI hosted inaugural Africa Summit on Women and Girls in Technology (Accra, Ghana in 2016)

OPPORTUNITIES

- Update gender scorecard (2018)
- Training and development of strategy to mainstream gender in ICTs.



Thank you!

