



VISION

The [Alliance for Affordable Internet](#) (A4AI) is the world’s broadest technology sector coalition working to reduce the cost of a broadband connection and to enable billions more to come online. Launched in 2013, the Alliance today comprises over 80 member organisations from across the private, public, and not-for-profit sectors, all of whom have come together to advance the shared aim of affordable access to both mobile and fixed-line Internet in developing countries. By unifying these diverse actors in pursuit of a goal that delivers both economic and social dividends, we hope to achieve a much bigger impact than any one actor could achieve on their own.

By working toward a new, ambitious [“1 for 2” target](#) – that is, 1GB of mobile broadband priced at less than 2% of average monthly income – we hope to enable billions of users to come online (with a particular focus on low-income countries) and to work toward achieving the global goal ([SDG 9c](#)) of universal, affordable access by 2020.

STRATEGY

Regulatory and policy reform can leverage very large increases in Internet access by creating the conditions for open, competitive, and innovative broadband markets. However, policy change is not easy to bring about. The Alliance’s added value lies in bringing together major players across sectors and geographies to generate both the will and incentives needed to drive change.

To date, there has been no coordinated effort to advocate systematically for and tactically make possible the regulatory and policy changes necessary to achieve Internet affordability. The narrow focus of the Alliance on identifying and addressing barriers and best practices for overcoming them, building case studies around success stories, bringing together key stakeholders, and promoting regional cooperation represents the best chance to affect positive change in an extremely complex environment.

The Alliance works on the ground in member countries to form local national coalitions, comprising stakeholders from the public, private, and civil society sectors, which work to determine key obstacles to affordable Internet access in their country and tailor local solutions to overcoming these challenges.

PROGRAMME

Since launching in October 2013, the strong and diverse Alliance membership has been working to:

- Publish and promote policy and regulatory best practices.
- Conduct research and deliver case studies to bolster the evidence base for informed policymaking. In addition to a number of country and best practice-specific case studies,



the Alliance produces an annual Affordability Report, which examines the drivers of affordability in developing and emerging countries around the world.

- Engage with governments, private sector companies, and civil society on the ground to pioneer reforms and demonstrate impact. The Alliance is currently working to affect nearly 300 million lives in Nigeria, Ghana, Mozambique, Liberia, Dominican Republic, and Myanmar.
- Facilitate south-south dialogue to share expertise, best practices, and success stories.
- Cultivate a diverse and dynamic Alliance membership to magnify messages, offer incentives, and provide technical assistance.

BACKGROUND

Digital information flows play an increasingly critical role in determining levels of human, social, political and economic capital. However, over 4 billion people around the world remain offline, with the majority of this population in developing countries. In Africa, only 20% of people use the Internet, with most users coming from an urban, affluent demographic. Women are particularly affected by the high price of access and are almost [50% less likely to access the Internet](#) than men in the same communities. Overcoming this digital divide is critical to harness technology and innovation effectively to accelerate progress in areas such as education, food security, job creation, public health, and gender equity.

For further information about the Alliance for Affordable Internet, please contact Lauran Potter at lauran@webfoundation.org or visit www.a4ai.org.