PROJECT ISIZWE
Free WiFi for Africa
Footprint in 5 Provinces across South Africa

PROJECT ISIZWE
Free Wi-Fi for South Africa

- Free Wi-Fi for low-income communities
- Bridging the digital divide
- Education, social inclusion, economic development
- 250Mb per device per day
- Unlimited access to on-net Content Portal

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Price per GB of Data

The price to the poor is nearly 100 times more than the price to the rich.
Price per GB of Data as % of Income

The price to the poor as a % of income for 1 GB is **1500 times** more than the price to the rich.
Data has become the raw material for developing people
FREE WIFI FOR SA
Within walking distance
City of Tshwane

- 1050 sites or free internet zones
- 130+ thousand users every day
- 3.5 million devices since 2013
- 600+ thousand unique users per month
- R150 million data saving each month
Project Isizwe Deployment Model

- Free WiFi
- Ambassadors
- Portal
How do we pay for it & sustain it

Best performing sites were in low income areas or high dwell time areas
1.1 Project Sponsors - Aware

Underage drinking is a big problem. Teens who abuse alcohol can have negative impacts on their friends, family and society as a whole.

**It Starts Today** aims to help address this issue by offering programmes and initiatives such as digital platforms and resources to help individuals learn and make positive choices.

Use the Internet and this portal (aware.org) to help you build a strong foundation for your future.
1.1 Project Sponsors – Aware Results

- Being connected to Wifi for the first time
- Best way to learn about alcohol
- Connected at last
- Drinking is not cool
- Drinking is not for us
- Focus on school and don't drink
- Free wifi is great, I have seen a lot on the website I can even look for work
- Good way to engage and educate young people
Welcome to Glencore’s Free Community WiFi.

We’re excited to get you connected with fast and secure WiFi at any of our hotspots with 500MB per device per day. You can also access Glencore’s careers and local business resources and more.
What is the WiFi used for?

Users gave positive feedback regarding the benefits of the WiFi.

- **School/Study Work**: 38.7%
- **Job Applications (and...)**: 49.4%
- **University Applications**: 9.7%
- **Other**: 3.2%

What users said:

- “I am able to post more of my singing videos online.” - Makhobo Nozipho
- “I can apply for work anywhere not just in my province.” - Cimphiwe Ngwenya
- “I use it everyday to apply for jobs.” - Pearl Masabane
- “I use the free WiFi to get young people to be engaged in youth empowerment projects.” - Jonathan Sibeko
2.1 Sustainability – Wi-Fi Vouchers

35 MB free per day
Voucher for more
2.2 Sustainability – Advertising

Challenges:
Filling the inventory
Managing the advertising space
2.3 Sustainability Way Leaves

LTE relay stations

Aerial Fibre