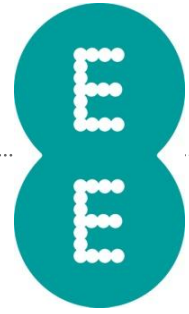


EE Parliamentary briefing: Digital skills



About EE

EE is the UK's most advanced digital communications company and the first in Britain to offer superfast 4G mobile services alongside fibre broadband. Our aim is to deliver the best network and the best service to our 27 million customers so they trust us with their digital lives.

Background

Internet use and smartphone ownership is increasing, data consumption is growing and government and businesses are moving more of their services online. However, the benefits of a connected world are not enjoyed by all. ONS research shows that:

- Over 6 million British adults are not online
- 10 million people lack basic online skills, i.e. the skills required to carry out key online tasks like search and form filling
- 16% cite a lack of knowledge as a reason for not having a connection
- Only 1 in 3 SMEs have the capacity to trade online

How EE is improving digital skills in the UK

As the UK's leading digital communications company we want to improve the digital skills of people and small business across the country. We are advancing this aim in a number of ways.

Founder Partner of Go ON UK

Go ON UK is a cross-sector partnership aimed at making the UK the world's most digitally capable nation. The partnership aligns with our ambition to share the power of connectivity with everyone in the UK. As a Founder Partner, EE has committed to building digital skills in our workforce, our communities and through the provision of online services.

Techy Tea Parties

Working with charities such as Age UK, EE runs 'Techy Tea Parties' – an informal setting where people can bring along and learn how to use their existing technology from EE volunteers. For example, they might need help learning how to send a text message or set up virus protection on their computer. The events take place across the UK and on 9 September 2014 we will hold the UK's first EE National Techy Tea Party Day www.ee.co.uk/ttpday.

Support for SMEs

We know that improving digital skills means going beyond helping individuals. SMEs are being left behind and some struggle to understand how a digital strategy can benefit their business. To help address this we've developed a toolkit designed to give practical advice and tips to businesses on their digital journey. This includes simple, no-nonsense resources on a range of subjects including building a website, e-commerce and navigating social media. These toolkits are free to our own small business customers and you at www.ee.co.uk/digital-skills

Finally all of our 15,000+ employees can spend two days volunteering in their community helping people get the most out of their digital life.

Find out more about our digital skills initiatives and download free resources on the EE website: ee.co.uk/being-responsible