



Digital INCLUSION



Becoming e-quals |

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BRIEF

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"We are all connected by the Internet, like neurons in a giant brain"

Stephen Hawking

BECOMING E-QUALS

Recent global events prompted a new way to view normality, it's called the "New Normal". The digital approach completely changed too, and it's up to us to adapt, coexist every day, and create conditions for organic, systemic development in our society.

The pandemic amplified the urgency to contemplate a topical issue: Digital Inclusion. That is, all activities aimed at ensuring that individuals and communities can equally access and benefit from opportunities related to computer systems and telecommunications.

And so, we ask: "Are we becoming e-Equals?".

We are online ... Well, not all!

Every day, more than 4,5 billion people connect online, according to Digital 2020 Reports. These people spend more than 40% of their time online, for both work and leisure. Nearly 60% of the global population now use the internet. Social media also drastically changed the digital landscape. Since Facebook's launch in 2004 (only 17 years ago!), around 50% of the planet's inhabitants now interact online. We're witnessing an unprecedented mass phenomenon that has transformed our way of life: from online shopping and dating, to accessing knowledge in just one click. ([Data](#))

These impressive numbers hide the elephant in the room. If 60% of the global population is online, we assume that the remaining 40% (3 billion people) are currently disconnected. Further analyzing this group of people, we realize gender distribution and social status are far from equal.

This interconnection instrument created by Homo Sapiens himself now risks becoming the cause of greater discrimination and exclusion in our contemporary society.

These statistics only highlight a fragment of the issue facing digital divide vs. digital inclusion.

The global pandemic accentuated the digital divide, but also our role in bridging this digital gap. Smart working, remote training, distance learning, and virtual platforms are just some examples of how digital culture and infrastructure entered a crisis. This has brought upon even greater social discrimination. The vulnerable members of society are those at the greatest risk: disabled learners, hard-to-reach citizens, and the unemployed.

Goal: digital inclusion

In 2012, the United Nations Human Rights Council adopted Resolution A/HCR/20/L.13, which identified the internet as a fundamental human right. Similarly, the “Digital Europe Program” aims to eliminate the digital divide by investing in infrastructure and skills development.

International policy agendas focus on digital inclusion as “the process that facilitates access to technologies benefits for everyone”. In addition, local governments aim to give access to broadband networks as a universal right for the common good.

Digital inclusion for a better world

Advocating for digital inclusion today, means creating the conditions for equal opportunities tomorrow. By accessing and using the internet inclusively, we can counter any form of knowledge marginalization. Reversing illiteracy and social discrimination opens the digital doors to a more accessible knowledge society.

The internet is a right today, because citizen identity and awareness also passes through the internet.
(Stati Generali dell’Innovazione – Rome 2011).

Call to action for posterheroes community

For the 10th edition of Posterheroes we propose: Digital Inclusion. Think (and design!) with an open mind to address this theme in either a positive or negative light. Whether you focus on the digital divide or digital inclusion, it’s up to you! Posterheroes invites the creative international community to create a poster representing digital equality. Together, we’re *Becoming E-quals*.

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