

London Office of Technology & Innovation

BridgeMakers

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 [LOTI_LDN](https://twitter.com/LOTI_LDN)

 www.lotlondon.com

#LOTI

The Loti logo is located in the bottom right corner of the image. It consists of the word "loti" in a white, lowercase, sans-serif font. The letter "o" is stylized with a dot above it, and the letter "i" has a dot above it as well. The logo is set against a dark pink background.

BridgeMakers: Press Release

The Office of the London Mayor is proud to present a new ground-breaking project that aims to bridge the digital divide.

In Partnership with Amazon, this project makes the most of the best community insight from teams already on the ground within London's boroughs by combining it with the most innovative data collection and analytics tools.

Putting the Most Vulnerable First

Sustainability:

- Recycling and refurbishing donated devices
- Constantly adapting to changing needs

FAQs

Customers:

- I am a vulnerable resident and I am in need of a device, who do I contact?
- How can I access the devices/resources?
- How do I use these devices?
- What sort of training is available to help me use these devices?
- What sort of training is available to set me up on the internet?
- English is not my first language, what support is there for me?
- As I am receiving a refurbished device, if there is something wrong with it, how can I receive support on this?
- Are these devices safe to use?

Stakeholders:

- Who is this for?
- What will this aim to improve?
- How many devices do we need to roll out?
- There is a reason these Fire phones were a failure, how do you think these devices will help vulnerable residents now?
- Are these Fire phones accessible to all users needs?
- Who will create these interactive videos and how will they be used?
- Who will be doing the analytics and handling council relationships?
- How can we make this sustainable?
- How will we judge whether this is successful?

IMPROVING ON WHAT WE'VE LEARNT & SCALING

- Sharing lessons learned across boroughs
- Donate refurbished devices, older council devices

IDENTIFYING DIFFERENT PERSONAS



EXISTING KNOWLEDGE IN THE COUNCIL

- Build on the network of expertise we already have leveraging the different departments
- Work cross-functionally
- Share knowledge

WHO IS EXCLUDED?

- Elderly
- Care leavers
- Homeless
- Domestic abuse victims
- People with disabilities
- People on low income
- Young people
- People who don't have English as a first language

USING TOOLS TO IDENTIFY & ASSESS THE NEED

- Start with a baseline
- Prioritisation of who needs it
- Amazon Contact Lens
- Amazon Quicksight

What's already being done?

- **Connect Hackney:** bridging the digital divide through classes and projects. Addressing the needs of groups more likely to face social isolation.

- People with learning disabilities
- People from BAME backgrounds
- Over 50s



- **Smarter London:** Mi Wifi programme lending out mobile wifi add-ons from public building.

- **Break the digital divide:** Donate devices to Camden schools

- **City of Porto case study:**

<https://aws.amazon.com/partners/success/city-of-porto/>

What more can we do?

- AWS Services and Technology
 - We look to contact Amazon in hope to partner up and distribute the Amazon fire phones that they have in their warehouse to people that are in need of those devices.
 - Using an Amazon web service called 'We Power Tech' which will allow us to host sessions to teach and bridge the gap between digital inclusion.
 - Using Amazon Pinpoint we can break down our audience and send tailored messages based on their needs
 - Amazon Interactive Video will allow us to create videos on how to carry out tasks for digitally excluded residents.
 - We hope to also incorporate Amazon Translate to close the potential language barrier making it easier to provide devices and teach those individuals.

Thank you for listening!
Are there any questions?

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