

The Digital Dividend Project

- **Seeking business—not just philanthropic—solutions to the digital divide**
 - **a cooperative effort with the computer, software, and telecommunications industry**
 - **identifying new markets and novel approaches**

- **A three-track strategy**
 1. **Digital Dividend Conference, October 16-18, 2000**
 2. **New ventures & the Digital Dividend Fund**
 3. **An ongoing dialogue/on-line community**

- **Leveraging WRI's unique capabilities:**
 - **knowledge of the issues**
 - **experience working with business**
 - **access to ngo and developing country leaders who see the need and the opportunity**

The Digital Dividend Conference

- bringing together technology providers – especially business and technology leaders of the digital industry— and potential users
- showcasing innovative approaches and ventures that demonstrate new markets
- steering committee from industry/civil society
- October 16-18, 2000; by invitation only

Conference Themes

- **Enhancing human development in poor communities**
(education, health, micro-enterprise development)
- **Improving industrial efficiency**
(meeting societal needs with less environmental impact)
Transforming management of natural resources
(tools for increasing productivity and sustainability)
- **Improving policy formulation**
(tools to enable informed decision-making; policies that enable global use of digital technologies)

New Ventures

WRI is developing a number of new ventures to demonstrate the potential of digital technologies, and is paying close attention to a growing list of similar ventures initiated by others. Additional opportunities remain to be exploited. Examples include:

- **Joint watershed management tools**

Online software tools are being developed to allow local, state, federal, private sector, and tribal officials to jointly manage the reintroduction of the salmon in the Pacific Northwest. Might there be a substantial market for such tools in most watersheds in OECD countries?

- **Micro-enterprise development**

Digitally-enabled micro-finance services, village telecommunications services, human-development information services, micro-power. What would it take to replicate Grameen Bank and Grameen Phone globally?

- **E-commerce for village artisans, musicians, and shade-grown coffee cooperatives** : Greenstar; World2market.com;

10,000 villages;

A growing number of other start-ups that seek to provide markets for the crafts, art, and products of people in developing regions.

The Digital Dividend Fund

To provide an on-going mechanism for identifying opportunities within civil society, incubating them into business ideas, and financing new ventures, WRI is working with leading venture capitalists to create a social venture capital fund.