



Strategic Plan

JUNE 2023

WHAT IS DIGITAL INCLUSION?

Digital inclusion is barrier-free, universal access to the benefits of the digital world for Nova Scotians.

OUR VALUES

In all our work with Nova Scotians, and within the organization itself, GEO Nova Scotia is committed to leading with **integrity, love, kindness, and compassion. Inclusion** is at the core of everything we do: we exist to remove barriers to digital inclusion, to design our work directly from the needs and interests of our partners and participants, and to build a team that reflects the rich diversity of the communities we serve. We are here to **make a difference** and believe that this will happen when we **work together** with participants and partners and nurture space for **innovative thinking**.

WHY IS IT IMPORTANT?

Most Nova Scotians can afford to take access to the internet for granted: they have home internet and data plans, often own multiple devices, and have regular opportunities to use and develop new digital skills. But for some, the cost of devices and accessing the internet is simply out of reach, and if it is paid for, it is at the expense of other essential needs. Others lack the digital skills to use the internet confidently and safely and need learning opportunities to acquire them.

Access to the internet, reliable devices, and the skills to use them confidently is so essential that digital inclusion has become a **social determinant of health** and wellbeing. This means that initiatives like GEO Nova Scotia contribute to better health, community connections, economic stability, and education outcomes.

MISSION

Advancing equity and well-being through increased access to affordable internet services and devices and the skills needed to use them well.

VISION

Transforming lives through digital inclusion.






Strategic Priorities

CREATING THE FOUNDATION FOR DIGITAL INCLUSION

STRATEGIES

COMMITMENTS

<p>Connecting</p> 	<ul style="list-style-type: none"> • Connecting individuals, families, and community-based organizations to the internet • Creating public access • Leveraging economies of scale • Building flexible and adaptable service partnerships 	<ul style="list-style-type: none"> • Human-centered design • Starting from yes • Leveraging partnerships and resources to reach more Nova Scotians
<p>Community Building</p> 	<ul style="list-style-type: none"> • Growing a strong network of partners, (public, private, not-for-profit) • Recognizing people and organizations who champion digital inclusion alongside GEO Nova Scotia • Sharing information in a timely way (e.g., digital inclusion conference, Insight Team) 	<ul style="list-style-type: none"> • A new way of working together: kindness and compassion, centering human dignity • Learning to think forward together
<p>Innovating</p> 	<ul style="list-style-type: none"> • Digital Champions: digital skills and literacy, building confidence and competence, safety • Innovating through new models and approaches (Mifi/Wireless pilots, pay-what-you-can model, iPhone refurbishing) • Scanning the horizon for change 	<ul style="list-style-type: none"> • Creating a culture of learning: • Informing our work through lived experience/expertise • Continuous improvement and feedback cycles • Focus on capacity building (e.g., deepening our understanding of inclusive, anti-colonial practices) • Modelling how growth is an iterative process

AMPLIFYING OUR IMPACT

<p>Telling Our Story</p> 	<ul style="list-style-type: none"> • Articulate a theory of change, identify, and assess impact, and articulate our learnings 	<ul style="list-style-type: none"> • Collective Impact/Stone Soup: • Creating space for everyone to contribute their best and getting what they need most • Everyone contributes to extend the impact of GEO and everyone benefits
<p>Putting Down Roots</p> 	<ul style="list-style-type: none"> • Sustainable long-term funding: diverse funding sources, long-term commitments, political will. • Retention of a talented and diverse staff team 	
<p>Reaching Out</p> 	<ul style="list-style-type: none"> • Advocacy: sharing our stories, influencing policy, building awareness of the concept and the value of digital inclusion 	