BLUETOWN

VL SUMMIT 2019: The Global Goals LIVE!
Deep Dive Session – How & What? Branding & Purpose

Peter Ib, CEO of BLUETOWN
6 June 2019, UN City, Copenhagen

BLUETOWN

BLUETOWN is a global Internet and content service provider founded with a vision of making modern connectivity accessible and affordable for everyone by combining new business models and innovative technology.

46%
of the world's population is without Internet access.[1]

82%
of households in Africa are not connected to the Internet.[1]

But
the current telco model does not provide a viable solution for connecting them.[2]

BLUETOWN's model breaks down key barriers to connectivity

4 billion unconnected

Barrier 1: No connectivity
- BLUETOWN provides:
  - Adaptable off-grid technology.
  - Partnerships that push boundaries.

Barrier 2: Unaffordable access
- BLUETOWN provides:
  - Cost-efficient technology.
  - Free access to LOCAL CLOUD content.

Barrier 3: Insufficient ICT Skills
- BLUETOWN provides:
  - Micro-operator capacity building.
  - Local partnership model.

Barrier 4: Lack of relevant content
- BLUETOWN provides:
  - Local content on LOCAL CLOUD.
  - Micro-operator guide users.

Connecting the **unconnected**

BLUETOWN

SUSTAINABLE DEVELOPMENT GOALS

Connecting the unconnected – enabling development
- BLUETOWN has a direct and catalytic impact on at least 12 of the 17 SDGs

BLUETOWN

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
SDG 9.c: *"Provide universal and affordable access to the Internet"*.

5 GENDER EQUALITY
SDG 5.b: *"Enhance the use of enabling technology, in particular ICTs, to promote the empowerment of women."*

10 REDUCED INEQUALITIES
SDG 10: *"Reduce inequality within and among countries"*.

17 PARTNERSHIPS FOR THE GOALS
SDG 17.8.1: *"[Increase] proportion of individuals using the Internet"*.

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

13 CLIMATE ACTION

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

SUSTAINABLE DEVELOPMENT GOALS