

# ROADMAP:

## An Action Plan for Digital Entrepreneurship

In January 2018, the United Nations Broadband Commission for Sustainable Development set ambitious digital-development targets for “connecting the other half” by 2025.

We believe this is a good moment to endorse and re-commit to those targets, to add additional, more granular commitments and to form a concrete roadmap for getting there. The following nine-point action plan does just that. It puts forward several targets and recommendations; and it adds important and compelling details to help ambitious governments, well-intended civil society and dedicated citizens to get there. The nine targets we set should stretch and guide us.

**1. Connect. By 2025**, governments of the world should have successfully delivered on the UN Broadband Commission for Sustainable Development connectivity targets: a 75% penetration rate worldwide; 65% in developing countries; 35% in Least Developed Countries (LDCs). Affordable entry-level broadband services should be available in developing countries at a cost of less than 2% of monthly gross national income (GNI) per capita by that date. **By 2020**, the Working Group on Digital Entrepreneurship believes countries may wish to consider providing high-speed Internet to schools and startup hubs and bringing down the cost of cross-border mobile communications and reducing data roaming charges.

**2. Skill Up. By 2025**, 60% of youth and adults should have achieved at least a minimum level of proficiency in sustainable digital skills. **By 2020**, all countries should have actionable, well-resourced programmes for reaching citizens who need training, including powerful, effective and well-resourced coalitions for skills and jobs.

**3. Build a Supportive Policy Environment for Digital Development. By 2025**, governments may wish to reconsider all barriers that raise costs for digital entrepreneurs. Although the barriers differ from one country to another depending on various factors including the maturity of the market, the overall ecosystem and whether the country is developed or developing, some examples could include excessive or unjustified data localisation restrictions and targeted taxation of digital services and equipment.

**4. Deliver Equal Opportunities.** The UN Broadband Commission calls for gender equality to be achieved across all targets **by 2025**. **By 2020**, stakeholders should have provided the practical and political basis for this transition, including access to more programmes promoting science, technology, engineering and mathematics (STEM) education and advanced business skills among girls and women.

**5. Make the Administrative Transactions of Running a Business Fully Digital. By 2025**, public administrations may wish to consider making it possible to register a company online within a week for a cost of less than 5% of per capita income and providing digital services covering the full lifecycle of running a business.

**6. Adopt and Propagate Electronic Identities and Signatures. By 2025**, subject to national circumstances, governments and service providers may wish to consider recognising electronic identities and signatures from other countries and private-identity providers and have in place national programmes for the use of local and cross border electronic identification in national and intra-national commerce.

**7. Fund Knowledge and Innovation. By 2023**, the African Union and others may wish to consider delivering on commitments to raise public funding of research and innovation in developing countries to at least 1% of annual gross domestic product.

**8. Harmonise Cross-Country Rules for Healthy, High-Volume Regional Trading Relationships. By 2025**, governments may wish to consider harmonising rules across countries to allow more border-free commerce, including online. Regional trading blocs should be accelerated and encouraged, further opening markets and avoiding building new barriers on a global level.

**9. Develop Digitally. By 2020**, donors and developing countries commit to new development assistance targets in support of broader national agendas and digital entrepreneurship – and deliver on them **by 2025**.