



Challenge:

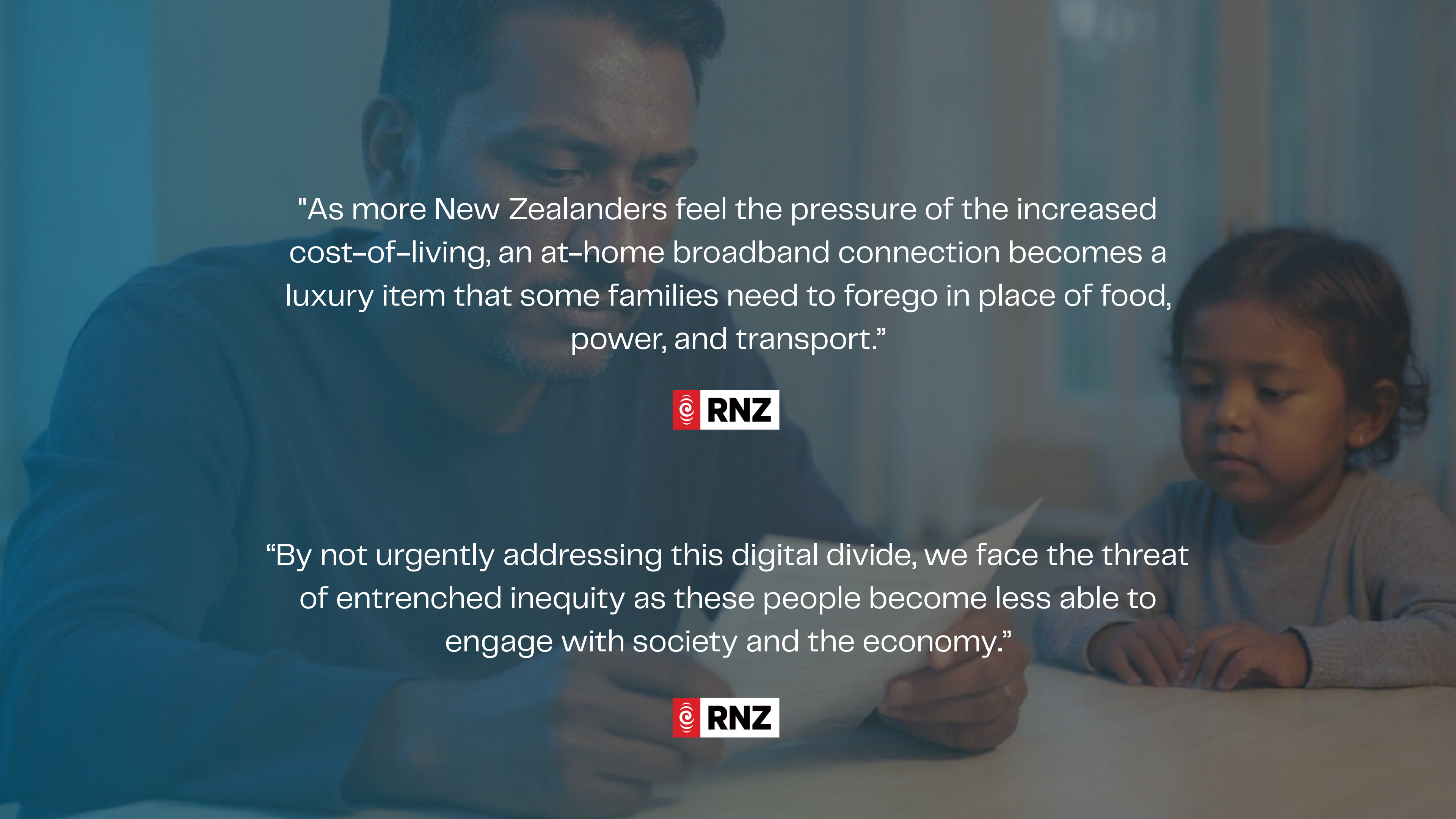
How can 2degrees keep fighting for fair in the face of New Zealand's digital divide?

Insight:

To some Kiwis data is a luxury, but for others, they have more than they need.

Idea:

Share what you've got spare.

A man with a beard and a young child are sitting at a table, looking at a piece of paper together. The man is on the left, and the child is on the right. The background is a soft-focus indoor setting. The text is overlaid on the image.

"As more New Zealanders feel the pressure of the increased cost-of-living, an at-home broadband connection becomes a luxury item that some families need to forego in place of food, power, and transport."



"By not urgently addressing this digital divide, we face the threat of entrenched inequity as these people become less able to engage with society and the economy."

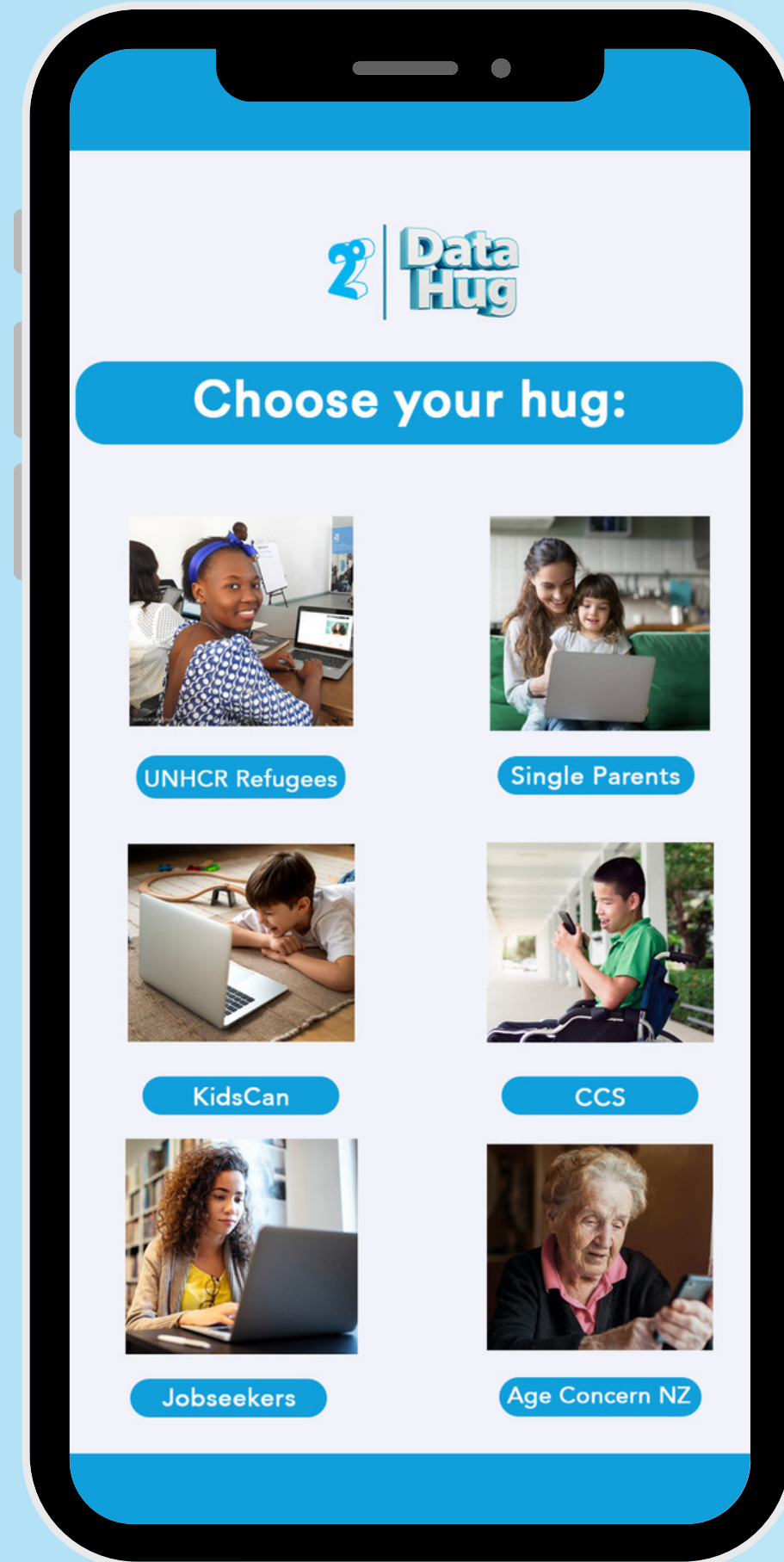




Data Hug

Bridge the digital divide by donating your unused
rollover data to a cause you care about.

Choose your cause



Share your impact

