



Why Digital Equity Matters to ISP's

February 26 and 27, 2025

9:00am and 1:00pm each day

FREE Virtual Event

Presenter

Jon Willow, Digital Equity Practice Leader, Community Broadband Action Network (CBAN)

Session Summary

Digital Equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy. Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services. CBAN and other organizations have been working to promote digital equity for many years, but a key question remains: Why should broadband providers care about this work?

In this informative virtual session, CBAN's Jon Willow will outline what digital equity means and why its important to the millions of Americans who are on the other side of the digital divide. She'll also explain how ISP's benefit from better broadband adoption and digital skills and what role they can play in helping achieve digital equity for all.

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