

The Observer Magazine 6th February 2011



THE **BIG** IDEA

FREE RADICALS

From climate change to over-population, we are facing the greatest environmental and ethical challenges in history. But far from accepting the orthodoxy that little can be done, some thinkers are daring to be different. Here, six pioneers reveal their greenprints for safeguarding the world's future

PHOTOGRAPH SUKI DHANDA

MARTHA LANE FOX DOTCOM MILLIONAIRE AND INTERNET EVANGELIST

Martha Lane Fox remembers the first time she heard about the internet. She was in her final year of university and a friend called Toby, whose gap year in Japan had left him technically savvy, had a new gadget. "He showed me this weird little device and said he was sending an email over the internet and I had no idea what that meant," laughs Fox.

Even when Fox was building what was later to become the dotcom boom's flagship success, lastminute.com, her biggest struggle was convincing hotel chains and tour operators that the internet could be the future of business. "The majority of them just didn't believe it was going to survive."

Having proved them wrong and made millions in the process, Fox is turning her attention to the internet as a societal tool. Two years ago, she was asked to become the UK's "digital inclusion champion" ("which has an unfortunate acronym," she grins) and find ways of helping the most disadvantaged in society through technology. Naturally, she set her sights even higher. "Rather than

looking at individual projects and trying to replicate them I thought, screw that, we have a real opportunity, right now, to help get as many people online as possible. Because a networked nation, with everybody knowing how they can get on to the internet, could really change the dynamics of the country."

Fox's aim is to reach the 9.2m people in the UK who have never used the internet, almost half of whom are among the country's lowest-income households.

"The more people that use technology the bigger the gap becomes for those who can't," Fox reasons, quoting statistics that show that those who are online are more likely to be in work, and to be earning more in their job, not to mention the financial benefit of saving around £560 a year.

"It's extraordinary the amount of people who say to me 'My life was saved by the internet,'" she says. Fox points to the wall, where dozens of smiling faces attest to the power of the worldwide web to turn their lives around. One, a young woman in her late teens called Emlyn, was homeless, living in a shelter, when

she saw a computer course advertised. "Now she is doing a university course, has her own flat, is training to be a psychologist, and she would say that the internet is what gave her the confidence to do that."

Fox has had personal experience of the importance of the internet – when recovering from a life-threatening car accident in 2004, she spent a year in and out of hospital. "For people who are disabled or struggle to go outside, I've felt it very keenly – for me, it is very hard to carry bags full stop, so thank god for online shopping because otherwise I would have no clothes and no food in the house!"

A self-confessed optimist, Fox believes "the opportunity to use connectedness in a positive way is still unexplored and unappreciated" and that the internet could be our greatest help in facing the problems of climate change. "We are better informed and better able to understand what is happening to the world and our planet than ever before because of it, and I think that better information is going to help people come up with solutions to the challenges that lie ahead." >

The Observer Magazine 6th February 2011 continued



34 **NEWS** February 13, 2011



Net gain... computer

By DANIEL JONES

MILLIONS of hard-up families are to be offered computers for less than £100 to get them connected to the internet.

The scheme aims to reach nine million people who don't have the web at home.

It's hoped it will help them make huge savings on goods and services, which are usually cheaper online.

The Race Online 2012 initia-

NOW IT'S THE £98 HOME COMPUTER

Millions to get cheap PCs and internet

tive will offer refurbished PCs from £98, complete with flat-screen monitor, keyboard and telephone support.

Subsidised web connections will start at £9-a-month.

Race Online aim to "make the UK the first nation in the world where everyone can use

the web". Martha Lane Fox, the Government's digital champion, said: "We have an opportunity to make sure we are achieving internet skills and usage as high as TV usage."

Race Online suggests that tapping into the web can save users around £560 a year. Gas and

electricity tariffs, for instance, are on average £200 cheaper on the net and banking services also cost far less. Another benefit is that thousands of jobs are offered exclusively online.

The PCs—mostly unwanted machines donated by businesses—will be refurbished and sold

by Remploy. Web access will be provided by Three's mobile broadband.

The scheme is already being piloted and will be rolled out nationwide in the next couple of months.

When an exact date is fixed, the News of the World will bring you full details—including how to get the computers.

daniel.jones@notw.co.uk

The Metro 22nd February 2011

A digital helping hand

Not-for-profit social organisation We Are What We Do recently launched a new tool to help everyone to get online: Internet Buttons. At www.internetbuttons.org, anyone can set up a personalised page. From the page created, users simply click through to their favourite sites or to the services they need via large, iconic buttons.

Those who are locked out of the internet will most likely seek help from their family and friends, so it makes perfect sense to set up Internet Buttons to allow this interaction,' says Hooper. 'This is a great compromise which lets you help the person that needs it but in a way that should allow them to operate it themselves.'

Currently, 9.2million people in Britain are digitally excluded, meaning they have never used the internet, of which 6.4million

are over the age of 65. Yet 75 per cent of those excluded know someone who could help get them online. Designed to get this audience out to and into the internet, Internet Buttons aims to contribute to getting 1million people online by 2012.

'Our research revealed that family and friends who knew how to use the internet were the best placed to help this audience,' says Nick Stanhope, managing director of We Are What We Do. 'They were patient, trustworthy and know the person's

Neil Hooper, creative director at creative agency RPM, highlights a new tool that aims to transform internet newbies into digital natives

personal interests and needs. 'We saw the role that confident users play in the lives of those new to the internet - mostly as an IT helpdesk.'

Funded in part by the Nominet Trust and UK Online Centres, Internet Buttons forms part of We Are What We Do's campaign to encourage people from different generations to come together, in this

case facilitating new channels of communication between them.

'A lot of existing digital-inclusion projects have been about helping people do practical things such as paying bills or accessing government information,' says Stanhope. 'People respond well to Internet Buttons as it shows off some of the more fun and enjoyable parts of the web too.'

A beta version was launched last year and has since seen widespread adoption within UK Online Centres across Britain. 'Changing lifestyles and the rapid expansion of technology in our lives can make the generation gap feel wider than ever,' says Hooper. 'Tools like this show there need not be a digital divide.'

Find out more at www.osncad.org/metro



D&AD rewards the people behind the best advertising and design in the world

Pass the royal sick bag please

Not everyone in Britain is looking forward to the nuptials of William and Kate (apart from the day off, of course). While royal enthusiasts will be camping out at The Mall or settling down to marathon TV coverage of the big day, others will be doing their best to avoid it.

But just because you can't quite bring yourself to join the Union Jack bowler-hat brigade, it doesn't mean you have to feel left out when it comes to the inevitable orgy of Wills'n'Kate-related merchandise. It, rather than a chest swelling with national pride and an uncontrollable urge to shout 'gawd bless 'em', the upcoming royal wedding leaves you with a queasy feeling in your stomach. Illustrator Lydia Leith may have just the thing.

Leith has produced limited-edition hand-screen-printed royal wedding souvenir sick bags (under the punning brand name Throne Up) in patriotic colours. The paper bags are available from www.lydiatileith.com at



Keep 'em handy: Lydia Leith's Throne Up royal wedding souvenirs

a somewhat hefty £3 each. As they say on the front, non-royalists may want to keep one handy on April 29. www.creativereview.co.uk

CreativeReview

Creative Review features, awards and commentary on all kinds of visual communication worldwide

+

The Salford Advertiser 10th February 2011

http://menmedia.co.uk/salfordadvertiser/news/s/1407864_race_is_on_to_get_salford_online_before_the_olympics?rss=yes

News

Race is on to get Salford online before the Olympics

February 10, 2011

[Share Article](#) | [Submit Comments](#) | [Printable Version](#)

[Previous](#) | [Next](#)

Salford is racing ahead in a bid to get more people using the web ahead of the London 2012 Olympics.

The council is keen to encourage all 10 local authorities in Greater Manchester to sign up to the **Government's Race Online 2012 campaign**.

The authority will hold a technology fair on Tuesday, February 15 at the City of Manchester Stadium, from 9.30am to 3 pm, in a bid to connect more people to computers and the online world.

Race Online 2012 has one proposed mission – to create life enhancing opportunities for the four million adults in the UK who have never been online.

Using the Olympics as a milestone, the campaign is emphasising the moral and economic imperative for the wider community to take the issue of digital inclusion much more seriously.

Next Tuesday's event will showcase technology in the health and social care sector and is open to a range of people, from those who use services to their carers, care providers, voluntary organisations and the general public.

On the day, people will be able to try out new technology across more than 30 exhibitors and put forward questions about services and how they can be improved.

Councillor John Warmisham, Salford City Council's lead member for community services and health, said: "Technology can not only help to improve the quality of a service an individual receives, it can also help to save time and money by being".

[Tweet](#)

[Like](#)

[Be the first of your friends to like this.](#)

Ads by Google 

[New Flats in East London](#)

New Flats in East London close to the site of the 2012 Olympics!
TaylorWimpey.co.uk/Ol

[Stratford Hotel London](#)

Budget, quality hotel - all ensuite central line, BR and DLR 5 mins
www.stratfordhotel.co.uk

[F.E.S.R.A. Fire Training](#)

Live Fire & Safety Training For Your Staff. Call:

[+ 0800 012 41](tel:+442080001241)
www.fesrafire.com

[Deposit Guarantee Scheme](#)

The FSCS is the UK's compensation scheme. More details here

www.fscs.org.uk/deposit

Childnet International 8th February 2011

<http://www.childnet-int.org/news/articles/20110207.html>

08 February 2011

UK Safer Internet Centre highlights internet safety applies to online games

Parents are today being encouraged and empowered to support their children's online activities, especially around online gaming, on Safer Internet Day.

The UK's Safer Internet Centre is also encouraging internet users to think about the consequences of their online actions.

Research shows that gaming is now more popular than social networking, with 83% of 9-16 year olds using the internet to play games.

While the Safer Internet Centre is highlighting the enjoyment that games can bring, there is a significant need for both parents and children to apply online safety thinking to games. Children can still face potential risks such as contact with strangers and exposure to inappropriate material in this environment.

The Safer Internet Centre is co-ordinating the UK's activities for Safer Internet Day in the UK. Safer Internet Day is supported by a wide range of partners, including Facebook and Microsoft and many schools, who are working in collaboration with the Safer Internet Centre. The theme for Safer Internet Day this year "Virtual Lives – It's More Than a Game; It's Your Life" focuses on gaming but has a wider relevance to social networking and wider internet use.

"Safer Internet Day is a fantastic opportunity to raise awareness about using new technology safely and responsibly," said Will Gardner of the Safer Internet Centre. "This year we are raising the issue of online games. The same potential risks for children that we associate with internet use apply to games, and the message we are giving out to parents and carers, and to young people, is to know and remember the key internet safety messages when playing games."

Safer Internet Day activities

Partners across the UK have been encouraged to promote their Safer Internet Day activities on the Safer Internet Centre website. Organizations involved include the BBC, Ofcom and CEOP as well as many schools across the country.

Leading events for the day are a young people's Symposium at Microsoft's London offices, hosted by the Safer Internet Centre where forty 15-19 year olds from across the UK will be inspired to think creatively about the internet safety needs of their age group, pitching their ideas for communicating their chosen key safety messages to their peers, to a panel of experts.

For the first time, Safer Internet Day is also organising a 12 hour interactive radio programme, bringing together a range of speakers including Facebook's Lord Richard Allan and Professor Tanya Byron to answer listeners' questions.

Top Tips

For parents:

- Engage with the gaming environment and understand gaming (such as finding out what is so attractive and the types of activities they undertake).
- Talk to your children about the types of games they are playing.
- Ask them who they are playing with and whether they are chatting as part of the game.
- Remember that the same safety rules for surfing the net apply to playing games on the internet. Familiarise with the SMART rules, and encourage children and young people to do as well.

For children: be familiar with the SMART rules

- S – Safe.** Do not give out personal information when chatting or posting online. Personal information includes your email address, phone number and password.
- M – Meeting.** Meeting someone one has only been in touch with online can be dangerous.
- A – Accepting.** Accepting emails, IM messages, or opening files, pictures or texts from people you don't know or trust can lead to problems – they may contain viruses or nasty messages!
- R – Reliable.** Someone online might lie about who they are and information on the internet may not be true. Always check information with other websites, books or someone who knows. If you like chatting online it's best to only chat to their real world friends and family
- T – Tell.** Tell your parent, carer or a trusted adult if someone or something makes you feel uncomfortable or worried, or if you or someone you know is being bullied online.

Partners on Safer Internet Day

Minister for Crime Prevention and Co-Chair of UKCCIS James Brokenshire:

"The Government takes the safety of children and young people online very seriously and is committed to working with the police, our partners and industry to make the internet a safer place. We support Safer Internet Day and the work of the new UK Safer Internet Centre, sharing the objective of reaching parents and children with messages on how to stay safe online."

"The Child Exploitation and Online Protection Centre's work is crucial to this and their work protecting children on off and online has seen over 620 children safeguarded, 417 suspected child sexual offenders apprehended and 282 sex offender networks dismantled."

"We want our children to have fun and enjoy the internet but they are also vulnerable to harmful or inappropriate content which is why it's important that parents talk to their children about staying safe online and encourage them to use the ClickCEOP button to report abuse or suspicious behaviour if they feel threatened."

Tim Loughton, Minister for Children & Families indicated:

"Whilst it is great that children and young people gain a lot of enjoyment from the internet and gaming, it is important that they and their parents are aware of the potential risks, and the possible exposure to inappropriate material. I am really pleased that Safer Internet Day is highlighting this issue."

"We are working with business and with parents to make sure children and young people are safe online. I am delighted that BSI have recently awarded the first Kitemark for parental control software to help give parents confidence that their children will be protected from harmful or inappropriate content on the internet. The UK Council for Child Internet Safety are also today publishing guidelines on keeping online environments safe for children. I warmly welcome this first step in industry self-regulation."

Richard Allan, Facebook's Director of Policy in Europe said:

"Safer Internet Day is a great opportunity for parents and children to come together and to talk about the best ways to stay safe online. Many people at Facebook work hard to make our service one of the safest places on the internet. As well as having links on nearly every page of the site to report content or to block others, Facebook also provides simple and powerful tools to help people to control how much information they share."

"To ensure people have the best possible experience on Facebook, we encourage everyone – young and old – to learn how to use these tools effectively. We provide lots of online safety information at www.facebook.com/safety, including specific advice on both parents and teenagers. And we post safety regular news and tips to www.facebook.com/fbsafety."

"Safety is a shared responsibility and we encourage parents to talk to their kids about how to stay safe online. We believe it's only by working together that we can educate young people to make smart decisions."

UK Digital Champion Martha Lane Fox said:

"As new users learn the many benefits of the web it is vital that they are also educated to use technology both safely and responsibly. Safer Internet Day is a great platform to shout about this message."

About the UK Safer Internet Centre

The UK Safer Internet Centre is part of a Europe-wide initiative co-funded by the European Commission. As a consortium of partners it raises awareness amongst children, their parents and carers about online safety issues. The UK Safer Internet Centre provides a broad range of tools and tips for children, parents, carers and teachers on how to use the internet safely and responsibly.

The UK Safer Internet Centre is formed by the South West Grid for Learning Trust, Childnet and NWF.

Safer Internet Day, now in its 8th year, is celebrated in over 95 countries. It recognizes the importance of the Internet in the lives of children and young people, and helps ensure that they and those that support children, parents, carers, grandparents, teachers, know how to get the most out of the internet and use it safely and responsibly.

For more information on Safer Internet Day, please visit: www.saferinternet.org.uk

To listen to the Safer Internet Radio, please go to: www.saferinternetdaylive.com

For press enquiries, interview requests and filming opportunities please contact safernet@partners.com or call:

A&R Edelman:

- Josephine Meijer
Phone: +44 (0)20 3047 2333
- Rishi Bhattacharya
Phone: +44 (0)20 3047 2361
- Emma Dennis
Phone: +44 (0)20 3047 2076

Notes

1 EU Kids Online - Risks and Safety for Children on the Internet: the UK report, December 2010

PRINT



GOVERNMENT ZONE

Central government
Defence Management
Devolved government
Education
Health and social care
Home affairs
Local government
Transport

AREA OF INTEREST

Built environment
Culture, heritage and museums
e-government
Energy
Enterprise and innovation
Finance and pensions
International
Management and HR
PFI and partnerships
Procurement
Science and technology
Scotland
Sustainable futures
Waste

 Email  Print

 Tweet  Digg  reddit  St

Sutton council to get thousands online

16 February 2011

Thousands of residents in a London borough who still haven't used the internet are to be encouraged to get online by their council.

Sutton Council said it was committed to reducing the digital divide in its area, with 35,000 local people still estimated not to be online.

The council said it had now joined the national initiative led by the government's digital champion Martha Lane Fox, who has been working to get around 10 million people across the country online.

"Maybe we take it for granted that everyone is on the internet but there are a considerable number who do not have access to the web – and they are missing out on big savings, vital information and the chance of a better education, said Cllr Ruth Dombey, Sutton's executive member for community engagement and customer services.

"There are three main barriers to getting on the web - a lack of access, not having the opportunity to get the skills and not yet knowing all the amazing benefits it can bring. We are determined to do all we can to change this."

The council said it would be tackling the situation in a number of ways. It said computers will be made available in the Civic Offices reception and as well as in libraries. Training will also be promoted through a new programme to encourage young people to share skills. In addition the council said more of its services will be taken online.

Dombey said: "Getting people online also has benefits for taxpayers. If all the offline adults began using the internet and made just one online contact a month instead of face to face or telephone, it would save thousands of pounds a year which could be used to protect frontline services."

Enjoy Third Sector in Print

Subscribe to get your personal copy every week.

Request a free sample issue of **ThirdSector** now.

» [Sign up to get the latest news by email](#)

Martha Lane Fox: Charities should put technology at the heart of their work

Third Sector Online, 16 February 2011



Martha Lane Fox

The UK's 'digital champion' believes the third sector needs to be making smarter use of IT

Today's radically changed funding environment means it has never been more urgent for charities to put technology at the heart of their organisations.

Smart use of technology can help you make the most of your time and your people, fundraise better, communicate your impact more powerfully and to more people, and operate and deliver services more effectively, accessibly and cheaply. All of which will ultimately help you help more people.

Many UK charities and funders are already reaping the rewards of 'thinking internet first'. Today, with the help of our partners, such as [New Philanthropy Capital](#), the [Charities Aid Foundation](#) and the [National Council for Voluntary Organisations](#), we're publishing [this casebook](#) to showcase a few of the best examples.

Some, like [Comic Relief](#), have made big investments in this area. Others, like the relatively small charity [Street League](#), have exploited low or no-cost tools and/or pro-bono advice agencies such as [CTI](#) and [IT4Communities](#) to dramatic effect. Street League saves £50,000 a year through online tools - £15,000 of which comes from making digital its default publishing channel.




We founded the [Race Online 2012](#) programme from a profound conviction that technology unlocks opportunities for society's most vulnerable groups - four million of whom have never used the internet.

It offers people who've had bad experiences of education a route back into learning, it increases work-readiness among the unemployed, it can chip away at the chronic levels of loneliness experienced by our older population, and must now run through how we unlock society's most pressing social problems, from health outcomes to social isolation.

Worrying about technology might seem like a distraction in the current environment. But we have a real opportunity right now to leverage technology for social good - charities must now modernise to survive and to help us seize this chance to build a truly networked nation here in the UK.

Please read these charities' stories, contact the agencies listed for advice tailored to your organisation, or get in touch to share your story of how technology is helping your organisation do more. To find out more about our campaign, to sign up and to access the cheap technology offers we are developing with our partners, please go to [Race Online 2012](#).

[Read the case studies](#)

Print it  Email it  News by email  Add to Storage Folder

Latest jobs  [RSS](#)

Jobs of the week

- **Regional Fundraiser (North of England), Medical Foundation for the Care of Victims of Torture**
Competitive, 1st Floor, North Square, 11-13 Spear Street, Manchester M1 1JU
- **Press and Public Relations Manager, Blood Pressure Association**
£30,000pa, Wandsworth
- **DEVELOPMENT COORDINATOR, The London Academy of Music and Dramatic Art (LAMDA)**
£19,000 - £21,000, London
- **Senior Health Programme Adviser, World Vision**
£13,280 - £16,660 depending on experience (fte £33,200 - £41,500), Milton Keynes or London
- **Trusts & Corporate Fundraising Manager, Adept Recruitment**
£36000 per annum, London

[Search more jobs](#)
[Employers now hiring](#)
[Advertise a job](#)

Famous names

"This is an amazing challenge. I just hope I don't fall asleep or burst into tears"



David Walliams to host 24-hour panel show for Comic Relief

Civilsociety.co.uk 22nd February 2011

http://www.civilsociety.co.uk/it/news/content/8402/funders_consider_how_to_improve_charities_use_of_technology



The screenshot shows the top navigation bar of the Civilsociety.co.uk website. It includes the 'CIVILSOCIETY' logo, a main menu with links for Home, Magazines, eNews, Who's who, Topics, Advertise, and About. Below this is a secondary menu with links for Finance, Fundraising, Governance, IT (highlighted), Shop, and Directory. A third row of links includes News, Blogs, Opinion, and In-depth. At the bottom of the navigation bar, a breadcrumb trail reads: Home > News > Funders consider how to improve charities' use of technology.



News

Funders consider how to improve charities' use of technology 4

IT | Gareth Jones | 22 Feb 2011

Topics: Funding | Impact reporting

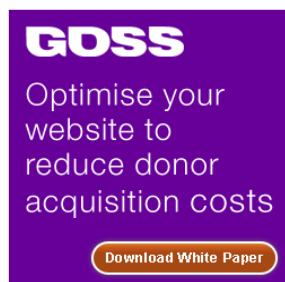
Eight of the UK's top funders met last month to plan how to help increase charities' use of technology.

The event was organised by the government-funded campaign Race Online 2012, in order to find out what role it could play in supporting the modernisation of charities and thereby ensuring their end users can benefit from being online.

According to Race Online 2012, attendees agreed that funders could:

- Give greater signposting for grantees and applicants to low or no-cost technology support such as IT4Communities and the Charity Technology Trust (CTT);
- Look at ways to update guidance on full cost recovery;
- Run seminars to help funders make informed judgments on technology applications;
- Share lessons and best practice on funding IT;
- Develop a light-touch technology audit tool for grantees to carry out at point of application;
- Raise the profile of the benefits of technology adoption and efficiency within funders' own organisations and within the charities they fund, for example through the media;
- Support the **Big Lottery Fund** (BIG) in switching to online-only functions, with BIG sharing its learning as project moves forward;
- Hold a working group to push for greater sharing of charity expertise across the funding sector.

The aforementioned working group will include representation from **Comic Relief**, CCITDG, Socitm, IT4Communities and CTT and will meet in April.



GOSS
Optimise your website to reduce donor acquisition costs
[Download White Paper](#)

More effective funding

Attendees at the funders meeting included representatives from BIG, the Paul Hamlyn Foundation, the Wolfson Foundation, the Lloyds TSB Foundation for England and Wales, the Sainsbury Family Charitable Trusts, **Comic Relief**, the Community Foundation Network, the Calouste Gulbenkian Foundation, the Association of Charitable Foundations (ACF) and CTT.

Also present was Dawn Austwick (pictured), chief executive of the Esmée Fairbairn Foundation, who opened the event by saying: "Today is about how we, as funders, become more effective, help the organisations that we fund, and in turn, allow them to help excluded or hard-to-reach groups to both benefit from technology."

Casebook released

The meeting preceded the release of **Survive and Thrive**, a casebook created by Race Online 2012 to demonstrate how charities are making use of technology and which includes contributions from **Comic Relief**, the NSPCC and Sue Ryder Care.

Race Online 2012 intends to create further practical tools to support its aim of modernising the sector's IT.

Social impact measurement

Meanwhile, CTT has responded by commencing a project aimed at measuring the social value of IT.

Writing about the event, CTT's then CEO William Hoyle said that, like many, he had always had the sense that funders were reluctant to support technology projects.

However, he added: "I came away from the meeting with a realisation that if funders are to give serious consideration to funding ICT investment, then we have to do a better job of demonstrating the social impact of these investments."

CTT will also meet with the ACF next week to discuss how the Association acts as a vehicle for educational programmes.

Brandrepublic.com 9th February 2011

<http://www.brandrepublic.com/news/1054050/>

BRANDREPUBLIC

Connecting advertising, marketing, media & PR



Home News Blogs Think BR Intelligence Video Showcase

Advertising Agencies Digital Direct Marketing Marketing Media Public Relations Global

Home > News > Martha Lane Fox: advertisers can help 'race online' initiative

Martha Lane Fox: advertisers can help 'race online' initiative

By Sarah Shearman, brandrepublic.com, 09 February 2011, 03:20PM

Media and adland's finest were out in force last night to support a Nabs event, where Martha Lane Fox said the challenge to get more of the UK online should be a "national concern".



Martha Lane Fox and Tess Alps: in the spotlight at Tuesday's Nabs event

The UK's digital inclusion champion discussed her early experiences of the internet, her time at Lastminute.com, and her vision for a digital future, in conversation with Rory Cellan-Jones, the BBC's technology correspondent.

The event was held at the East London offices of digital agency LBI.

On the subject of her work for the [Race Online 2012 initiative](#), she said individuals who were not on the internet were at a "massive" social disadvantage.

She said: "As the Government and companies are increasingly wanting to do things online, it should be a national concern for those who are not online."

She said big advertisers were focusing too heavily on promoting the low price of technology, without thinking about members of society who did not know how to use it.

After an introduction to the event by Zoe Osmond, chief executive of Nabs, the charitable organisation offering advice and support to those working in advertising, Martha Lane Fox was introduced by Thinkbox's chief executive, Tess Alps.

Other big names present included Rob Atkinson, managing director of Clear Channel, Mark Howe, country director of Google UK, and Stephen Woodford, chief executive of DDB London.

SHARE

0 tweets

Share

tweet

Be the first to comment

TAGS

Lastminute.com, Zoe Osmond, Martha Lane Fox, Tess Alps, Digital Media, Rory Cellan-Jones, Media, United Kingdom, Stephen Woodford, An Audience With Martha Lane Fox, Europe, Nabs, Clear Channel

RELATED ARTICLES



Nabs grabs leading ad figures in Time Club

Nabs reveals Fast Forward winners

Diary: Get a mentor Nabs-style

EVENTS

Search Engine Strategies London

22 February 2011

The Queen Elizabeth II Conference Centre, London