

Race Online 2012

Written by David Brunnen
Tuesday, 29 June 2010 11:33



10 million people in the UK have never used the Internet, and worryingly 4 million of this group are also socially excluded.

We first wrote about this three years ago in the CMA editorial ['It's no joke being doubly disconnected'](#).

Now Groupe Intellex has joined the Race Online 2012 – the landmark challenge led by the UK's Digital Champion Martha Lane Fox - and we are promoting Study Tours for community leaders to visit towns in Sweden and The Netherlands where new broadband access networks have enabled the growth of innovative and locally-relevant services.



It's essential to business that the UK is near 100% online as this will create efficiency savings, attract investment, open opportunities and improve work force skills. We want all our readers, clients and affiliates to become official Race Online 2012 partners and help tackle the issue.

From encouraging business partners to sign up, to teaching friends and family to get online, or by donating old IT equipment locally - there are opportunities for any organisation of any size or kind to get involved and it only takes five minutes.

Click on this link to become an official [Race Online 2012 partner](#) and tell us what your organisation can do to help.

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See also our editorial ['Communicating Communications'](#) - June 2010.