

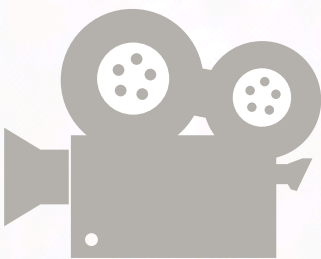
PRESS/MEDIA KIT

John Adewole

Digital Inclusion/AI Strategist | Researcher | Speaker

Building digital confidence, participation, and inclusion across communities through research, practice, and innovation.

Advancing Digital Participation, Inclusion & Trust In
Modern Society



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MEET JOHN ADEWOLE

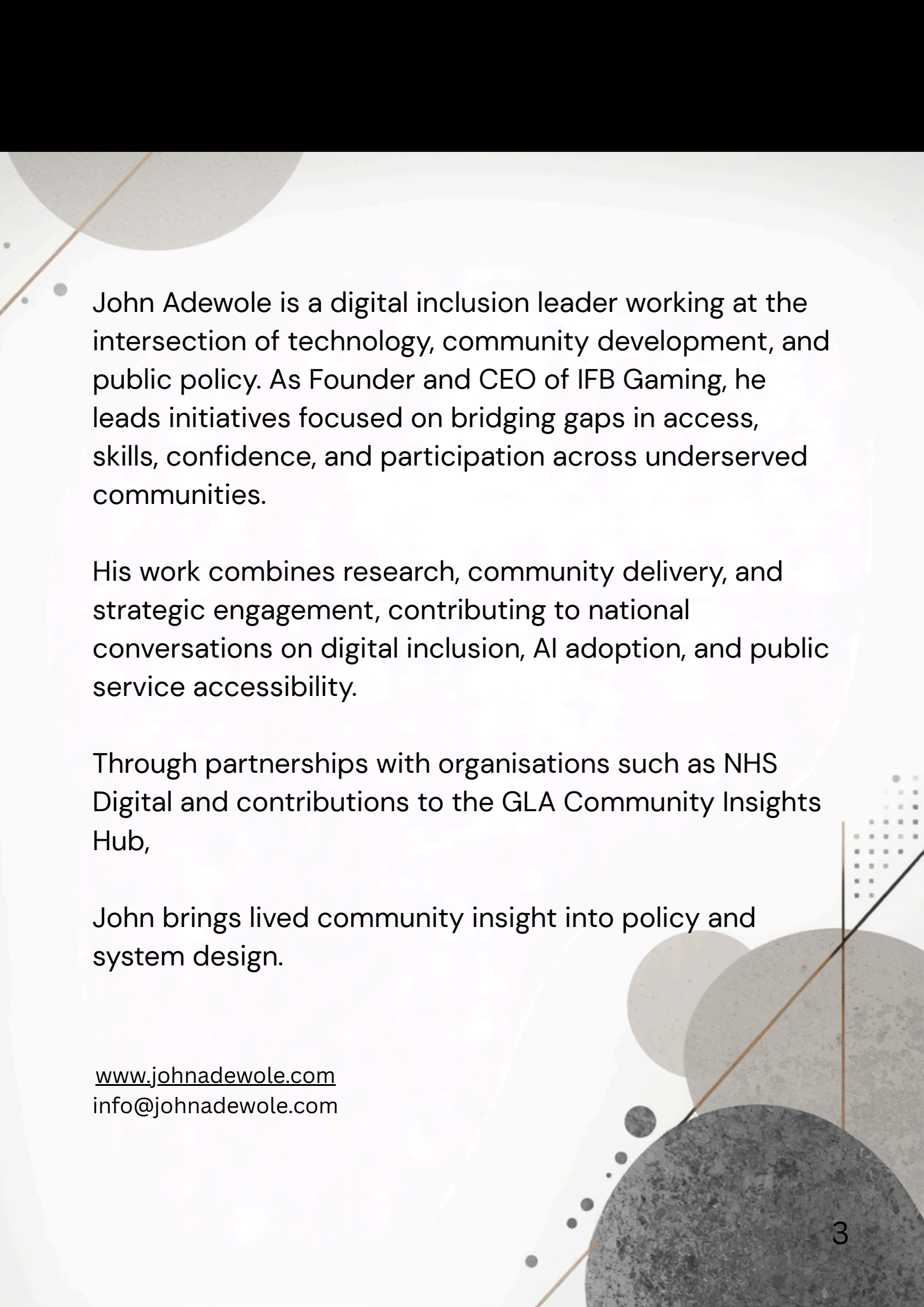
John Adewole is a UK-based digital inclusion strategist, researcher, and founder of IFB Gaming, a human-focused research and learning organisation advancing equitable access to technology, skills, and opportunity.

His work focuses on community-based pathways to digital inclusion, with particular emphasis on confidence, trust, safety, and sustained participation in an increasingly AI-driven society.

John has contributed frontline insight to London-wide digital inclusion policy through the GLA Community Insights Hub and has worked alongside partners including NHS Digital to support inclusive engagement and service understanding.

He is the originator of the Seven Pillars Framework for Future-Proofed Communities and the Multiplayer Online Social Formation Cycle (MOSCF) – structured models used to understand digital participation and behaviour.

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John Adewole is a digital inclusion leader working at the intersection of technology, community development, and public policy. As Founder and CEO of IFB Gaming, he leads initiatives focused on bridging gaps in access, skills, confidence, and participation across underserved communities.

His work combines research, community delivery, and strategic engagement, contributing to national conversations on digital inclusion, AI adoption, and public service accessibility.

Through partnerships with organisations such as NHS Digital and contributions to the GLA Community Insights Hub,

John brings lived community insight into policy and system design.

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- He has developed original frameworks, including the Seven Pillars Framework and MOSCF Model, which provide structured approaches to understanding how individuals move from access to meaningful digital participation.

John's work is rooted in the belief that digital inclusion must go beyond infrastructure and skills, addressing trust, behaviour, and long-term engagement in order to build truly future-proofed communities.



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JOHN IN MEDIA

- Contributor – GLA Community Insights Hub (Digital Inclusion)
- Finalist – Southwark Business Excellence Awards (Community Contribution)
- Collaboration and engagement with NHS Digital
- Founder & CEO – IFB Gaming
- Signatory – Digital Skills Workforce Charter (FutureDotNow)
- Community-based delivery across Southwark and wider London
- Signatory – Skills Tax Relief for NEETs, Not in Education, Employment, or Training

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JOHN'S FRAMEWORKS

Seven Pillars Framework for Future-Proofed Communities

A structured model for digital inclusion across:

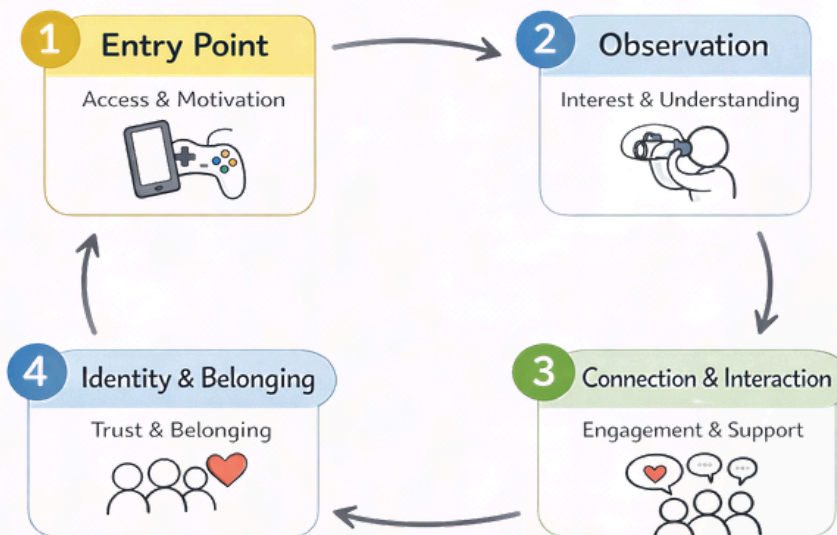
- Digital Citizenship
- Digital Education
- Digital Living
- Digital Commerce
- Digital Healthcare
- Digital Governance
- Safety & Security

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MOSCF Model (Multiplayer Online Social Formation Cycle)

A behavioural model explaining how individuals progress through:

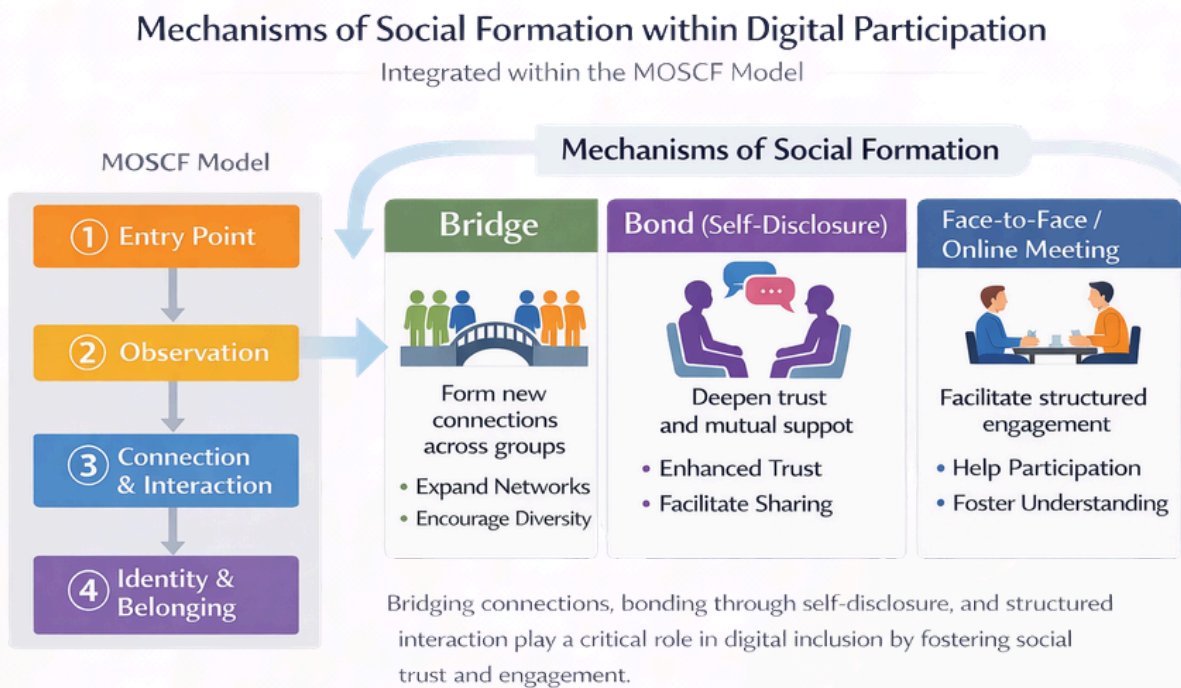
1. Entry Point
2. Observation
3. Connection & Interaction
4. Identity & Belonging



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• Social Formation Mechanisms

- Bridging (new connections)
- Bonding (trust & self-disclosure)
- Structured interaction (workshops, meetings)



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● **SPEAKING OPPORTUNITIES**

Core Topics

- Digital Inclusion Beyond Access: Confidence, Trust & Participation
- AI in Everyday Life: Opportunities, Risks & Responsible Use
- Community-Led Digital Inclusion Models
- Designing Future-Proofed Communities (7 Pillars)
- Understanding Digital Behaviour (MOSCF Model)

Practical Sessions (HIGH DEMAND)

- Introduction to AI for Communities
- Practical Digital Skills Workshops (HTML, Plugins, Chatbots)
- Digital Confidence & Safety Training
- NHS App & Digital Healthcare Access

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DELIVERY STYLE

John delivers:

- Clear, accessible, real-world insights
- Community-informed and evidence-based sessions
- Engaging, practical workshops (not theory-heavy)
- Policy-relevant perspectives grounded in lived experience

IMPACT AREAS

- Digital inclusion & data poverty
- AI literacy and responsible adoption
- Community engagement and behaviour
- Public service accessibility (e.g. NHS App)
- Youth and future skills development

CLIENTS / PARTNERS

- Greater London Authority (GLA)
- NHS Digital (engagement & insight)
- Good Things Foundation network (contextual alignment)
- Community organisations across Southwark and London



- **ARE YOU READY TO BOOK JOHN?**

Available for speaking engagements, advisory work, and policy collaboration.

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