Analogue Lives in Digital Futures

Dr Sheila Ochugboju
Director, Africa Knows & ACAI

www.africaknows.com
• Introduction – about Africa Knows
• Futures
  - Future Casting Workshops, Nairobi, Kenya
  - Barefoot Digital Youth Squad, Kisumu Kenya
Introduction

- Research and analysis
- UN agencies,
- Government agencies
- Grant organisations

Stock Photography
- Stock photography across Africa
- Creation of digital and print value add products

Events Management
- TEDxNairobi
- Future Casting Workshops
- African SME Conferences
Why we do this

New Ways of Seeing
• Recording what Africa looks like as it evolves

New Ways of Being
• Creating opportunities for African photographers, designers, creatives and technologists (TED)

New Stories to be told
• Telling different stories about Africa

WE CARRY WITHIN US ALL THE ANSWERS THAT WE SEEK OUTSIDE

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Challenges to African Development
Workshops in SSA - Kenya

- 60 participants across SSA
- Interrogated 4 thematic areas for discussion
  - Work
  - Services
  - Inclusion
  - Outliers
- Sponsored by Rockefeller Foundation

12 Key Outcomes
Riding Two Curves

Today
Present state of the issue

The Future (2030)
Possible futures

Early signals of change

Continued assets
Ideas on Health Care Delivery

Empowering millennials to act as peer-to-peer community health volunteers, using the “Teenage Barefoot Doctors Model” could rapidly improve our healthcare delivery services to young people.

Dr Elizabeth Ogaja, County Minister for Health, Government of Kisumu.
Ideas on Youth Unemployment

Changing mindsets is as important as giving young people opportunities. In Kisumu, we have launched digital literacy training programmes which also ignite more positive mindsets.

Hon. Michael Onyango, County Minister, ICT
Ideas on Data for Governance & Development

Data is the new gold in Africa. Africans need to find new ways to capture, translate and apply data to decision making in the near future.

Rosemary Okello, Africa Media Hub. Strathmore Business School.

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Most Pressing Issue – Youth Unemployment

Nearly one in every five Kenyan youths of working age has no job compared to Uganda and Tanzania where about one in every 20 young people is jobless.

Kenya has a working-age population of 25.5 million.
Africa’s Capacity to Adapt and Exposure to Future Jobs


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Digital Opportunities for Africa

- Population growth:
  - 2014: 1.1bn
  - 2020: 1.3bn
  - 17% of world population

- GDP:
  - $2.45tn
  - 3.9% GDP growth (3.2% of world GDP)

- Unique subscribers and SIM connections:
  - 2015: 513m
  - 2020: 993m

- Mobile connections:
  - 2015: 902m
  - 2020: 370m

- Mobile broadband connections:
  - 2015: 142m
  - 2020: 21%

- Mobile broadband connections to increase from 21% in 2015 to 58% in 2020

- Mobile will support the connection of an additional 230 million people in Africa to high-speed Internet by 2020.

- Fixed-line connections:
  - 2014: 25.5m
  - 3.5% penetration rate

- Mobile broadband connections:
  - 2014: 9.8m
  - 1.4% penetration rate
Mobile Contributions to Africa’s Digital Economy

Social

- 5.2 million jobs supported by mobile ecosystem in Africa by end 2014
- Mid-2015: About 513 million people digitally included across Africa with mobile subscription; 142m MBB subs

Economic

- Operators’ investments up to $78bn between 2015-20
- Well over $15bn raised in general taxes, not counting spectrum & license fees
The Digital Divide

Commonwealth of Independent States. Source ITU (International Telecommunication Union.)
Drivers for Development of the Barefoot Digital Youth Programme
Digital Youth Programme
Kisumu, Kenya Launch
Key Activities

GOOGLE Training
- Digital Skills Literacy

AJIRA Training
- Online work opportunities

ACAI Training
Mobile Apps and Data Collection Training

Wide Government Support
- Ministries of ICT
- Ministries of Culture – Creative Economy
- Ministry of Youth & Gender
- Ministry of Education
Participant Profile

- Focus on school leavers w/o Secondary school certificate
- 3,500 people trained in 2017
- Informal workers targeted
  - *Jua Kali* street hawkers, Motocycle riders (boda boda)
- Pathways to vocational training in future
- Private Sector partnerships for data collection employment opportunities
Mobile Apps For Analogue Lives

Eneza Education

M-Farm

Africa Travel Guide

Totohealth

M-Shamba

Mama

MedAfrica

Mkulima Young

Olalashe
• Mobile Money Transfer
• Pay bills and buy goods
• Savings, loans, insurance, mortgages
• Offers real-time market prices for crops, matching Kenyan farmers with buyers
• Mobile Alliance for Maternal Action (MAMA)
• SMS text messages for at risk mothers
- For farmers with livestock
- Mostly dairy Farmers
• Mobile Certificate Course
• Most widely used mobile education platform in Africa with local content
• Used widely in refugee camps and conflict areas in East Africa.
Why are we doing this?

• To help people find work that gives dignity and purpose
• To offer you people more choices about how to live, work or do business
• To help fill important data gaps in health, education, agriculture etc
• To work with people, government and businesses to make better decisions
“Where do we go from here? The correct answer, I am convinced, is not just a forward march towards some shapeless horizon, but an intentional journey inward. I am not talking about sitting under a baobab tree, immersed in circular conversations which lead us nowhere. I mean literally looking within, engaging hearts and memories with all our senses straining towards those bigger questions. The ones which threaten us and yet still offer some courageous windows, to embrace more challenging answers”

- Yvonne Adhiambo Owuor.

Winner Calne Prize for African Literature; Award winning Author “Dust” Creative Industries Ambassador, Kisumu County