

Analogue Lives in Digital Futures



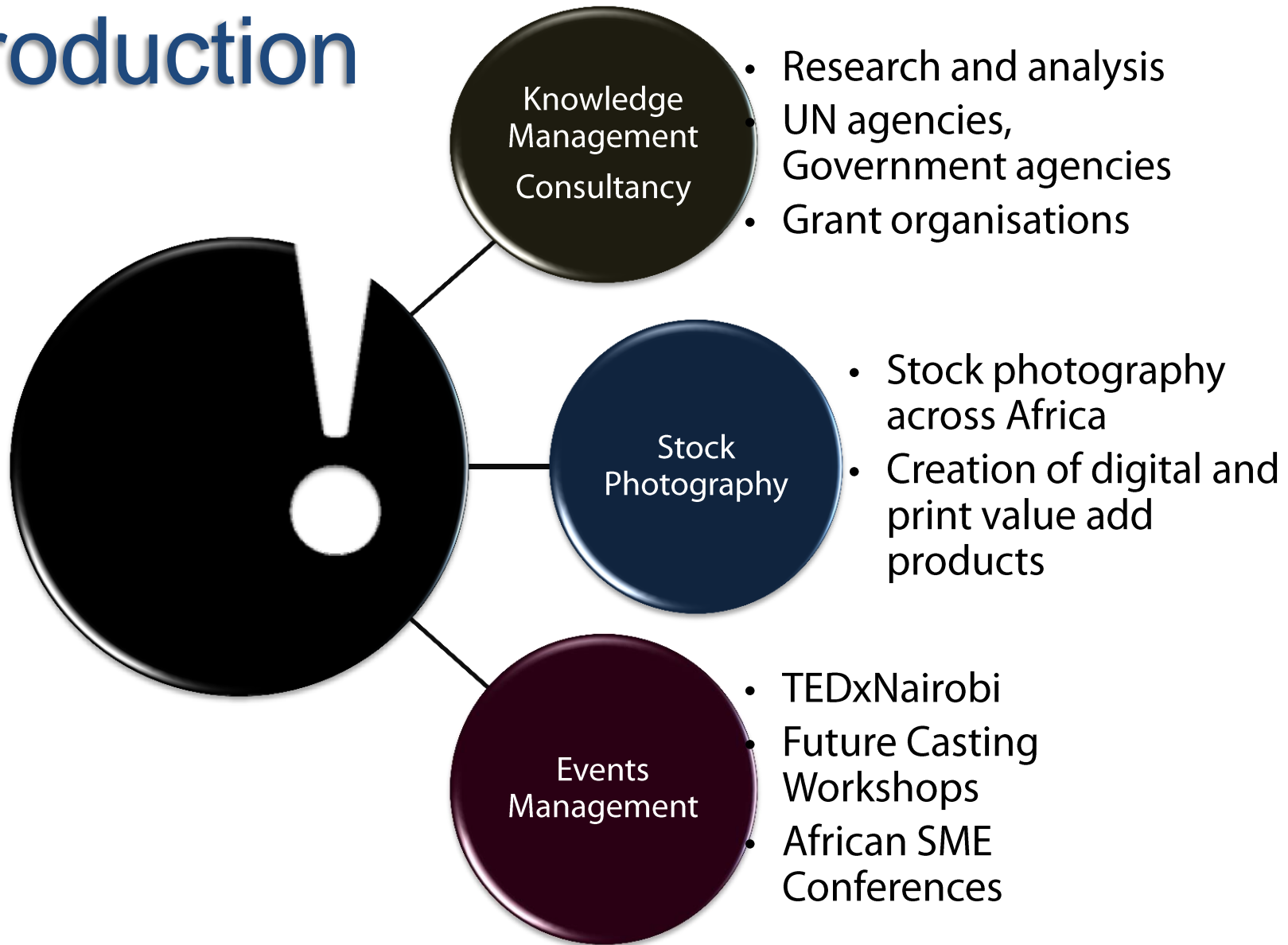
Dr Sheila Ochugboju
Director, Africa Knows & ACAI



Overview

- Introduction – about Africa Knows
- Futures
 - Future Casting Workshops, Nairobi, Kenya
 - Barefoot Digital Youth Squad, Kisumu Kenya

Introduction



africa



Why we do this

New Ways of Seeing

- Recording what Africa looks like as it evolves

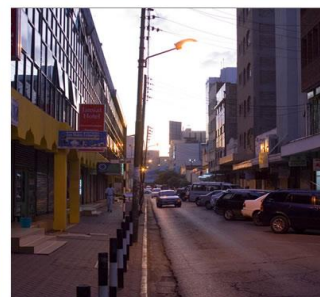
New Ways of Being

- 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*





Challenges to African Development



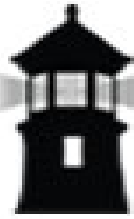
SUSTAINABLE DEVELOPMENT GOALS



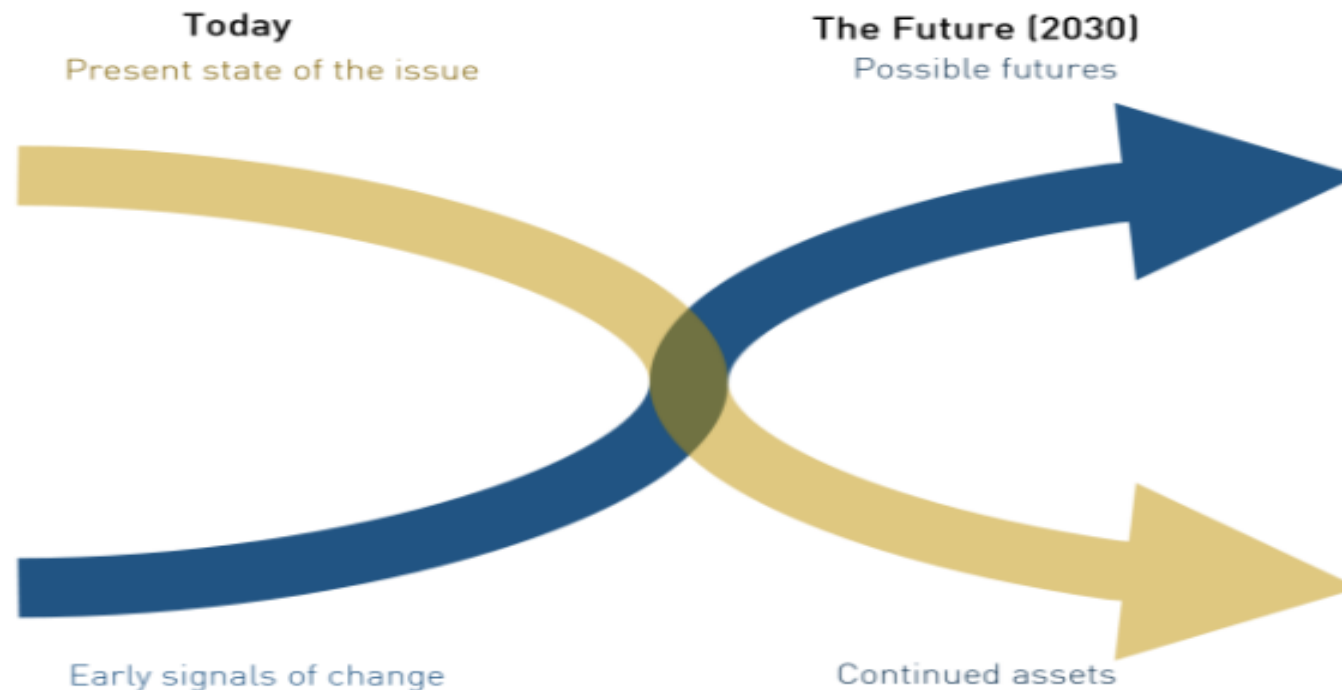
Workshops in SSA - Kenya

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

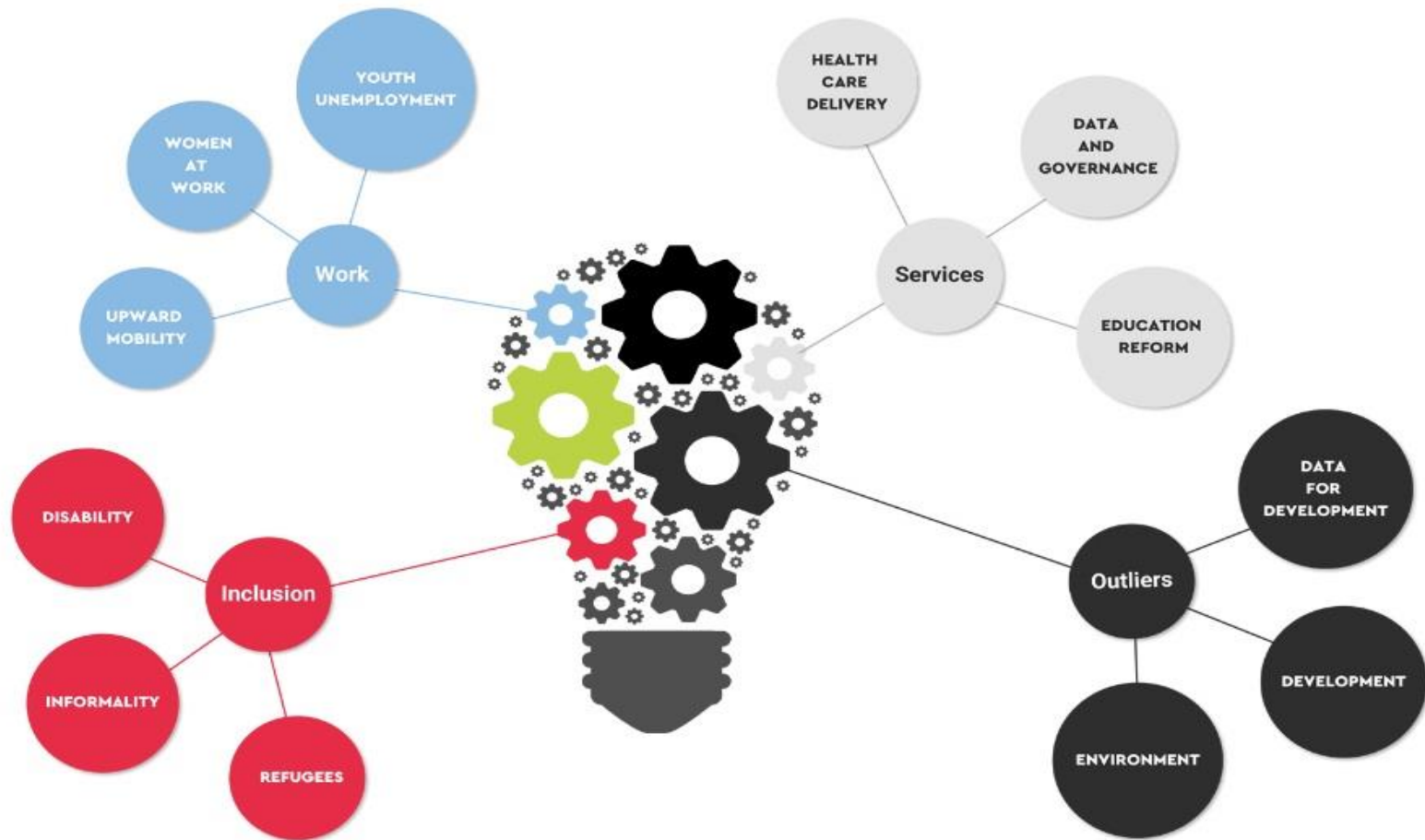
12 Key Outcomes




Riding Two Curves



africaknows FUTURE CASTING



Ideas on Health Care Delivery


A photograph showing the lower half of two women walking away from the camera on a reddish-brown dirt path. The woman on the left is wearing a red top and a brown patterned skirt, while the woman on the right is wearing a purple top and a blue patterned skirt. In the background, there is a wall made of vertical wooden poles and a thatched roof made of dried grass or reeds. A blue hexagonal graphic with the text 'HEALTH CARE DELIVERY' is positioned on the right side of the image.

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.

HEALTH
CARE
DELIVERY

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



YOUTH UNEMPLOYMENT

Ideas on Data for Governance & Development

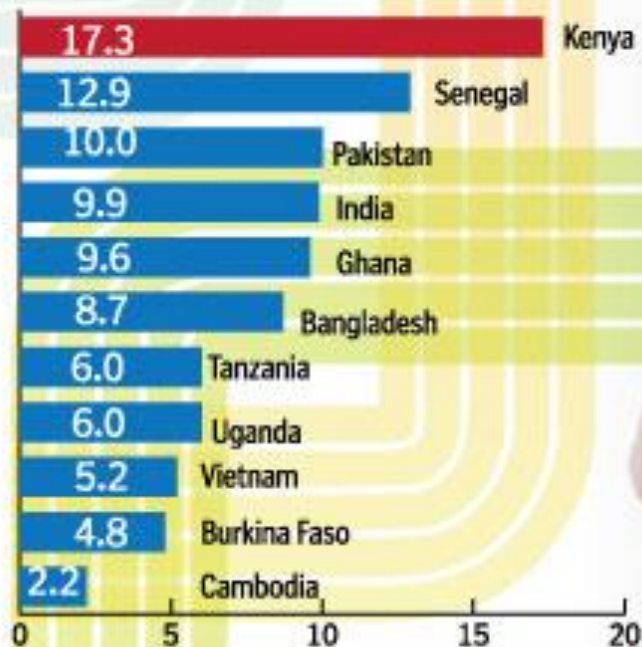
Data is the new gold in Africa. Africans need to find new ways to capture, translate and apply data to decision making in the near future.

Rosemary Okello, Africa Media Hub. Strathmore Business School.



Most Pressing Issue – Youth Unemployment

YOUTH UNEMPLOYMENT(%)

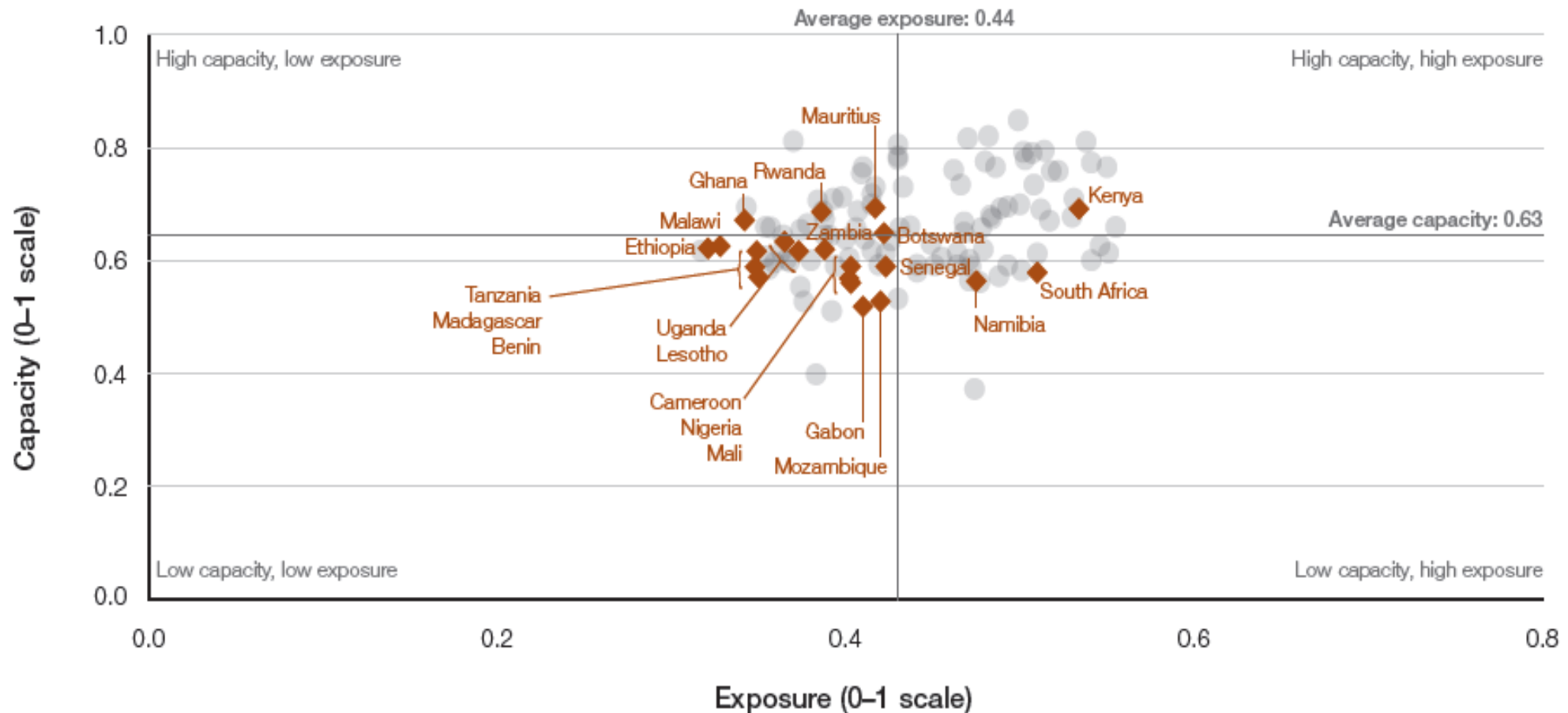


Nearly one in every five Kenyan youths of working age has no job compared to Uganda and Tanzania where about one in every 20 young people is jobless.

Kenya has a working-age population of
25.5 million

SOURCE: WORLD BANK | GRAPHIC BY GEMNEVEE NAHINDA | WWW.BUSINESSDAILYAFRICA.COM | 08032016

Africa's Capacity to Adapt and Exposure to Future Inhs



Source: World Economic Forum analysis.

Digital Opportunities for Africa

Population



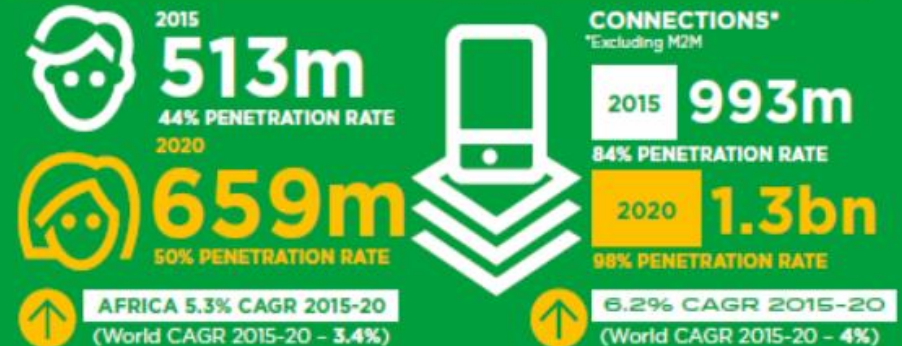
GDP



Mobile allows more people to be connected than any other technology



Unique subscribers and SIM connections

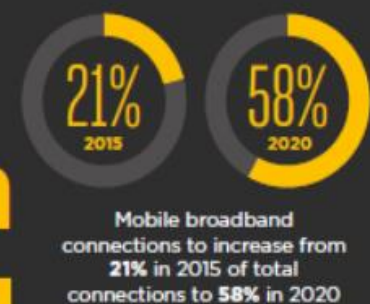


Mobile will support the connection of an additional 230 million people in Africa to high speed Internet by 2020

Mobile broadband subscribers



Mobile broadband connections



Mobile Contributions to Africa's Digital Economy

Mobile directly and indirectly impacts productivity and employment

Impact of the mobile ecosystem, 2014



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

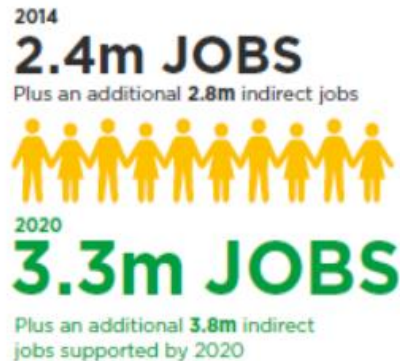
Public funding

Mobile ecosystem contribution to public funding before regulatory fees



Employment

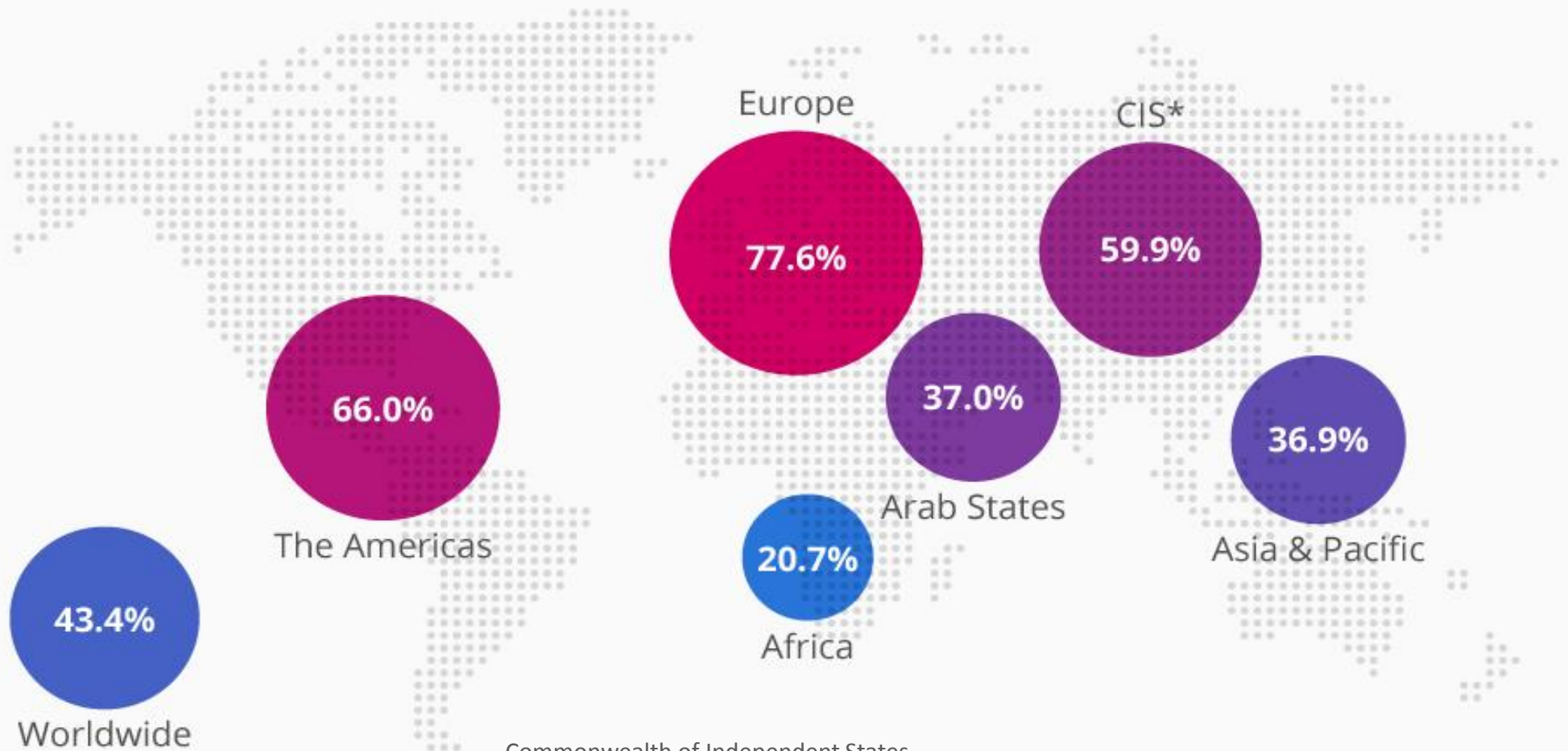
Jobs directly supported by mobile ecosystem



Economic

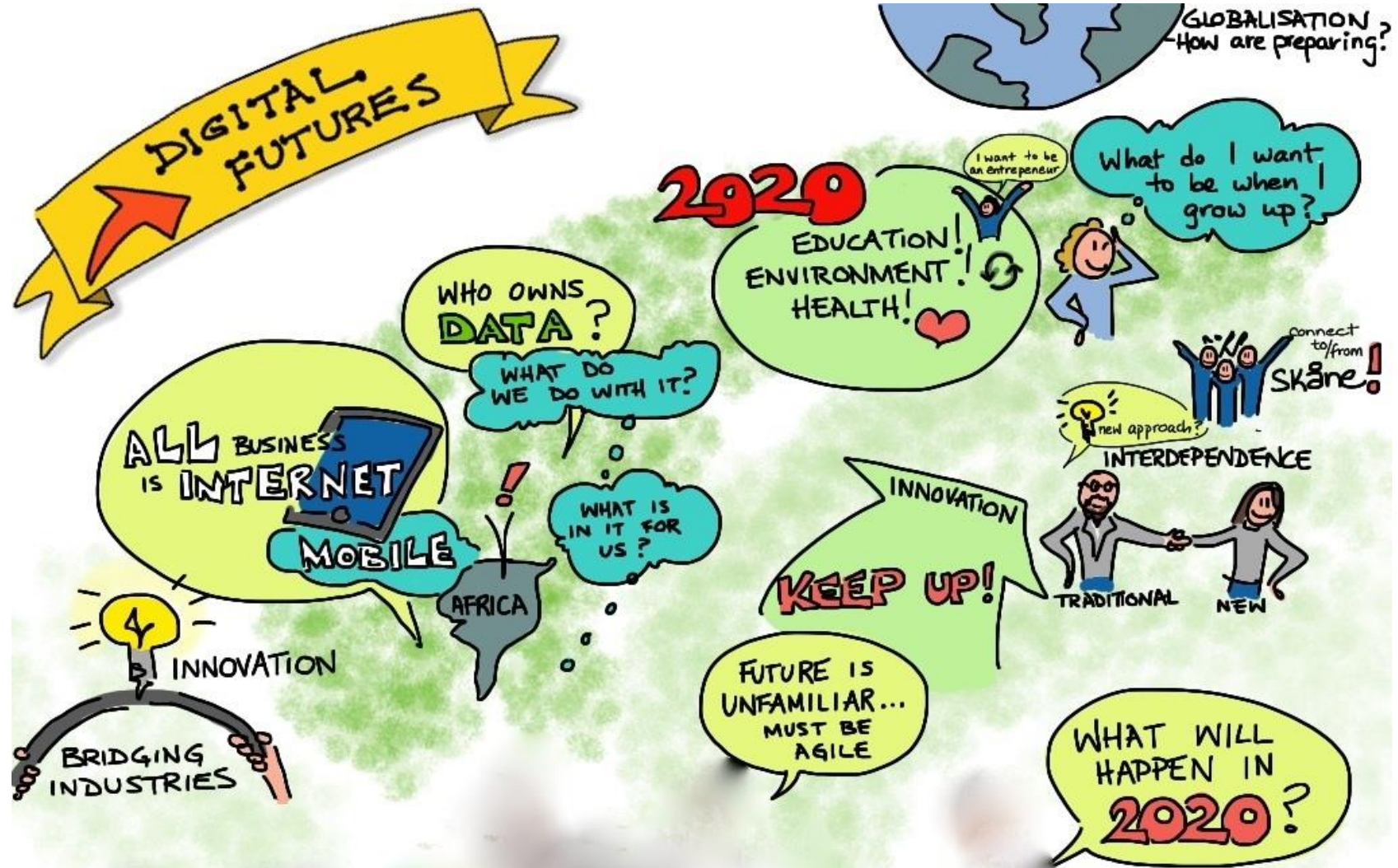
- Operators' investments up to \$78bn between 2015-20
- Well over \$15bn raised in general taxes, not counting spectrum & license fees

The Digital Divide



Commonwealth of Independent States.
Source ITU (international telecommunication Union).

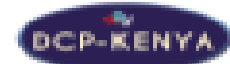
Drivers for Development of the Barefoot Digital Youth Programme



Digital Youth Programme Kisumu, Kenya Launch



Key Partners



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
- 700 young people trained (18-24) in 2016.
- 3,500 people trained in 2017
- Informal workers targeted
 - *Jua Kali* street hawkers, Motorcycle riders (boda boda)
- Pathways to vocational training in future
- Private Sector partnerships for data collection employment opportunities

Mobile Apps For Analogue Lives

Eneza Education

iCow

M-Farm

Africa Travel
Guide

M-Pepea

Totohealth

M-Shamba

MAMA

MedAfric
a

Mkulima
Young

Olalashé



- 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

- 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 Caine Prize for African Literature; Award winning Author "*Dust*"
Creative Industries Ambassador, Kisumu County



create dare to dream change
transform
Kisumu
establish foundations innova