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23594



WSA/UNIDO EVENT AND WORKSHOP

20 - 21 OCTOBER, 2008 | AITI-KACE CENTER, ACCRA, GHANA

Hosted by the Ghana-India Kofi Annan Center of Excellence in ICT,
Advanced Information Technology Institute
in cooperation with UNIDO and the World Summit Award

ENCOURAGING YOUNG PEOPLE AND UNDERSERVED
COMMUNITIES TO DEVELOP INNOVATIVE AND
CREATIVE MOBILE E-CONTENT

INTRODUCTION

Within the framework of the Ghanaian Web Excellence Award (WEA), which serves as the national pre-selection for the global World Summit Award (WSA), the Ghana-India Kofi Annan Center of Excellence in ICT, together with UNIDO and WSA organized a two-day event, which formed part of the Innovation week, and included a Plenary Session on Mobile Content & Digital Innovation on day 1 (mobile content day) and a FOSS Practitioners & Investment Bankers Forum as well as a session on FOSS for SMEs - Practical Business Models for SMEs on day 2 (Business day). The workshop aimed to give selected Ghanaian mobile content producers a platform to present their projects to an expert audience, including delegates from UNIDO and the Ghanaian government. These activities underlined and raised awareness for the importance of quality content development in Ghana.

BACKGROUND INFORMATION

Purpose of the event

Information and Communication Technologies (ICT) represent key elements for economic and social development in Sub-Saharan Africa. In sectors such as education, administration and business development, sustainable local ICT service providers, ICT-driven businesses, IT-experts, and innovation managers, particularly in the promising field of Free and Open Source Software (FOSS) need to be encouraged and given exposure for business opportunities.

The Advanced Information Technology Institute, Kofi Annan Centre of Excellence in ICT (AITI-KACE) has been working in partnership with the World Summit Awards (WSA) since 2005 to promote globally benchmarked e-content within Ghana. In 2007, Ghana's entry in the e-Government category won a special award for the best entry from Africa. AITI-KACE also organizes the annual national Web Excellence Awards (WEA). As a result of the increasing importance of mobile content within the Ghanaian market and in emerging markets in general, a decision was taken to expand the scope of the WEA to include mobile phone applications. One of the specific goals is to encourage innovative use of the mobile platform to support services to under served locations and communities. In order to learn from global best practice a decision was taken to partner with WSA to host a Road Show around the theme of mobile content.

Brief Corporate Profile of AITI-KACE:

The Ghana-India Kofi Annan Centre of Excellence in ICT was established jointly by the Government of Ghana and the Government of India to offer ICT services to individuals, institutions and organizations in the ECOWAS sub-region. AITI-KACE supports ICT professional development and the growth of the ECOWAS ICT Sector by providing market-oriented ICT training in Software Application Development, Multimedia Content Development, Networking Technologies, Database Technologies, etc. AITI-KACE also engages in applied research into innovative technologies and professional consulting activities that advance the socio-economic development of the region.

AITI-KACE is working to expand its multi-media department by initiating collaboration with top web developers in the sub-region to raise the quality and quantity of African content on the web, and expanding the range of courses it offers in this area.

The Centre works to build relevant ICT skills to help Ghana and other countries in the sub-region to overcome the digital divide and meet the challenges of the ICT-led global economic drive.

MOBILE CONTENT & DIGITAL INNOVATION

October 20th, 2008; AITI-KACE Centre, 16:30-18:30



The event started with the official opening ceremony, during which Hon. Dr Akot Osei (min. of State, Finance & Economic Planning), Dr Mensah Otabil (Chairman AITI-KACE Board), Dorothy Gordon (DG, AITI-KACE) and Ehizogie Binitie (Director, Product Management & Marketing; Rancard) addressed the attendees.

Chair:

Prof. Ansu Kyeremhe aka Nana Ansu Fobi Kropa III Chief of Apemanim

Keynotes Addresses:

- Prof. Dr. Peter A. Bruck - WSA Chairman of the Board



He holds doctorates in Law and Communications. He has over 25 years of consulting experience in the area of media, communications and information technologies. He has received numerous awards and fellowships in Europe, the US and Canada. Overall, Peter has founded, built up and headed research institutes at three universities and has been senior partner in ICRA - International Communications Research Associates, Ottawa, Canada. Peter is Chairman of the Advisory Committee on Media Diversity of the Council of Europe, has been principal researcher in numerous EC funded projects and initiated the EUROPRIX, Europe's leading multimedia award as well as the Prix MultiMediaAustria.

- **Karanja Macharia – Mobile Planet (Kenya)**

Karanja Macharia is the founder and CEO of Mobile Planet Limited, East Africa's first Wireless Application Service Provider. In 2001 Karanja co-founded Mobile Planet Limited on the back of the de-regulation of the mobile phone industry in Kenya. He has more than 12 years of working experience in IT in Kenya and his main passion is to use technology to help empower African businesses move into the information age. Mobile Planet specializes in the development of voice and data applications for mobile devices. Karanja designed the first SMS-based service in the region. In his role as CEO, Karanja has just completed a one-year long investment deal with Google Inc that saw the technology giant invest in a minority equity stake in Mobile Planet at the end of July 2008. Prior to founding Mobile Planet, Karanja was involved in the design, development and deployment of the first Electronic Funds Transfer Point of Sale (EFT-POS) network in Kenya in 1995. Karanja was educated at Trent University in Ontario, Canada where he obtained an undergraduate degree in Economics and Computer Science. Karanja also attended Bentley College in Waltham Massachusetts where he obtained a second Undergraduate degree in Information Systems.

- **Christian Roland - ASSIST sarl (Cote D'Ivoire)**



Ivorian.Ceo of an open source based services company in Côte d'ivoire (ASSIST sarl) He is skilled in IT but also in marketing and communication. He is the vice chairman of FOSFFA General secretary. Member of AAUL board Vice president of AI3L..Treasurer of ISOC-CI ivoirian chapter of Isoc

- **Thomas Hesse – Explainer DC**

Thomas is the owner and managing director of Explainer DC, an IT company based in Accra Ghana. He has worked 7 years for SOS Children villages in Ghana, his last position being MD for the West-Africa region.

Prior to his life and work in Africa, he was interim manager at Schiphol airport and strategy consultant for Felix & Co. in Amsterdam. Thomas graduated in econometrics at the University of Tilburg.

- **Nnenna Nwakanma - Chair, FOSSFA**



Nnenna Nwakanma holds a triple Bachelors (in the Social Sciences, History and English) and a Masters degree in International Relations and Law. She has done large-scale work within International development organisations and institutions in Africa on Information, Documentation and International Relations. Among them, The Home Health Education Service, The Helen Keller Foundation(www.hki.org) and The African Development Bank(www.afdb.org). Co-founder of different pan-African organizations: The Free Software and Open Source Foundation for Africa (FOSSFA)(www.fossfa.net), The Africa Network of Information Society Actors (ANISA), and the Africa Civil Society for the Information Society (ACSIS). One of the major Civil Society Actors in the World Summit on the Information Society, she represents the African Civil Society on the Digital Solidarity Fund(www.dsf-fsn.org), and advises on the Africa Information Society Initiative.(www.uneca.org/aisi). Today she is Council Chair of the Free Software and Open Source Foundation for Africa, and a Director of Open Source Initiative. She is also the Co-author of Our Side of the Divide.

- **Emmanuel Martey - deputy MD, Shippers' Council**

- Robert Palitz - Managing Director of Kasapa Telecom Ltd



Robert N. Palitz, 55, is Managing Director of Kasapa Telecom Limited. A native of the New York City area, he worked for 27 years in many capacities in the broadcasting industry in New Jersey, Florida, California, Hawaii, and in various Asian countries.

In the telecom industry, he has worked in Hong Kong and Israel, and has managed various telecom projects and studies in diverse locations such as Lebanon, Turkey, Jamaica, and the Philippines. He has held his position at Kasapa since 2000.

Mr. Palitz is married, has two married sons, and three grandchildren. He has been a licensed airplane pilot for 35 years, and is the first person to have earned a Private Ultralight Pilot license in Ghana. He has also been a licensed Amateur Radio Operator for 40 years and remains proficient in the use of the Morse Code.

- Frank Kwesi Vardon - Black Star TV

FOSS PRACTITIONERS & INVESTMENT BANKERS FORUM

October 21st, 2008; AITI-KACE Centre, 09:00-11:00



The second day of the event was organized under the heading "Business Day", and comprised 3 very interesting sessions on the use of Free and Open Source Software. The morning session also featured a contribution from UNIDO representative Robert Novak (Technical Program Support), who gave an overview of the different projects that UNIDO is involved in in Sub-Saharan Countries.

The sessions brought together aspiring entrepreneur with those who are still in the early stages of their business careers, and aimed at linking them with successful FOSS entrepreneurs in order for them to learn about the business models.

Furthermore, the sessions also presented global innovation as an inspiration, with a view to moving Africa from being in a situation where technologies are being consumed, that are designed to provide solutions for other people's problems to a situation where Africans themselves create and produce technologies designed for their own use and in response to their own markets.

Keynote Addresses:

- **Abena Amoah** (Renaissance)
- **Samuel Opoku** (Business Development, First Atlantic)
- **Michael Bowman - Amuah** (Intermedia)
- **Yoofi Grand** (Data Bank)
- **Julius Richardson** (ECOBANK)
- **Robert Nowak** (UNIDO)
- **Nnenna Nwankanma** (FOSSFA)
- **Christian Roland** (Cote D'Ivoire)
- **Nkemdelim Uwaje** (Nigeria)
- **Ehizogie Binitie** (Director, Product Management & Marketing Rancard)
- **Anthony Oteng-Gyasi** (President, AGI)
- **Michael Amankwa** (Corenett)
- **Yoku Korsah** (COO) and **Archie Hesse** (GM), (GHIPSS)
- **Nvalaye Kourouma** (CEO - africxpress.com)
- **Kofi Owuso Jnr.** (eTRANZACT)
- **Jon "Maddog" Hall** (President , Linux International)

PROGRAM OVERVIEW

DAY 1 – MOBILE CONTENT DAY


09:15 – 11:00	Registration
13:00 – 14:00	Lunch Break
14:00 – 16:00	Official Opening Ceremony
	Hon. Dr. Akoto Osei (Min. of State, Finance & Econ. Planning)
	Dr. Mensah Otabil (chairman, AITI-KACE Board)
	Dorothy K. Gordon (DG, AITI-KACE)
	Ehizogie Binitie (Director, Product Management & Marketing Rancard)
16:15 – 16:30	Cocoa Break
16:30 – 18:30	Mobile Content and Digital Innovation
	Chair: Prof. Ansu Kyeremhe aka Nana Ansu Fobi Kropa III Chief of Apemanim
	Prof. Dr. Peter A. Bruck
	Karanja Macharia – Mobile Planet (Kenya)
	Christian Roland - ASSIST sarl (Cote d'Ivoire)
	Thomas Hesse – Explainer DC
	Nnenna Nwankanma – (Chair, FOSSFA)
	Emmanuel Martei – Deputy MD, Shippers' Council
	Robert Palitz – MD, Kasapa Telecom Limited
	Frank Kwesi Vardon – Black Star TV

DAY 2 – BUSINESS DAY

9:00 – 11 :00	FOSS Practitioners & Investment Bankers Forum
	Abena Amoah (Renaissance)
	Samuel Opoku (Business Development, First Atlantic)
	Michael Bowman – Amuah (Intermedia)
	Yoofi Grand (Data Bank)
	Julius Richardson (ECOBANK)
	Robert Novak (UNIDO)
11:00 – 11:15	Cocoa Break
11:15 – 13:00	FOSS For SMEs – Practical Business Models
	Nnenna Nwankanma (FOSSFA)
	Christian Roland (Cote D'Ivoire)
	Nkemdelim Uwaje (Nigeria)
	Ehizogie Binitie (Director, Product Management & Marketing Rancard)
13:00 – 14:30	Lunch Break
14 :30 – 16 :15	Electronic Payment Systems – Views from the Ground up
	Chair: Kwame Pianim (Economist)
	Anthony Oteng-Gyasi (President, AGI)
	Michael Amankwa (Corenett)
	Yoku Korsah (COO) and Archie Hesse (GM), Ghana Interbank Payments and Settlement Systems (GHIPSS))
	Nvalaye Kourouma (CEO – africxpress.com)
	Kofi Owuso Jnr. (eTRANZACT)
16:30 – 18 :30	FOSS & INNOVATION
	Jon "Maddog" Hall (President , Linux International)

MOBILE CONTENT & DIGITAL INNOVATION

Presentation by Dr Prof Peter A. Bruck:




World Summit Award
Excellence in Innovation


Mobile Content and Digital Innovation

Prof. Dr. Peter A. Bruck, PhD
Chairman, World Summit Award

This presentation is made possible thanks to the financial support of UNIDO for the conference event



Accra - 29th of October 08








World Summit Award



UN GAID
Flagship
Partnership
Initiative

WORLD SUMMIT AWARD

A Global Best Practice Methodology to select and promote in creative e-Content and innovative applications as a part of the WSIS implementation process until 2015








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Carried by Eminent Experts from all around the world

College of Expertise - Network of Excellence



What's interactive content?


ICT + = CONTENT
CREATIVITY

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EL NUEVO
HOMBRE
MEXICANO




PIENSA
ndigo www.indigomedia.com



Mixing Politics and Oil

...the
... ..
to disappear just as quickly

www.flypmedia.com




bridging the content gap


narrowing the digital divide

8 e-content categories
40 world's best products
168 participating countries

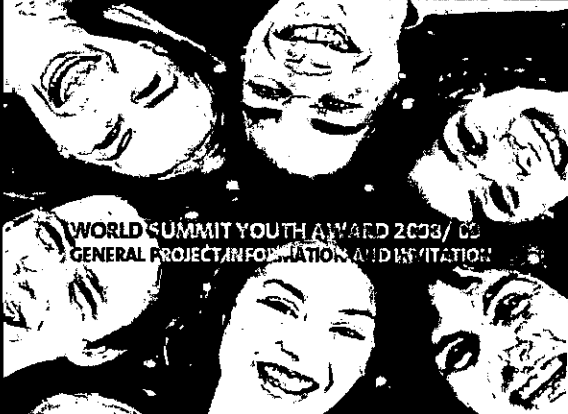
demonstrating the richness and diversity in e-contents & creativity




Digital Divides E-Science Winners 07



Accra - 20th of October 07



WORLD SUMMIT YOUTH AWARD 2008/09
GENERAL PROJECT INFORMATION AND IMITATION




MDGs

The Goals

- 1 Eradicate extreme poverty and hunger
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child mortality
- 5 Improve maternal health
- 6 Combat HIV/AIDS, malaria and other diseases
- 7 Ensure environmental sustainability
- 8 Develop a global partnership for development


Accra - 20th of October 09



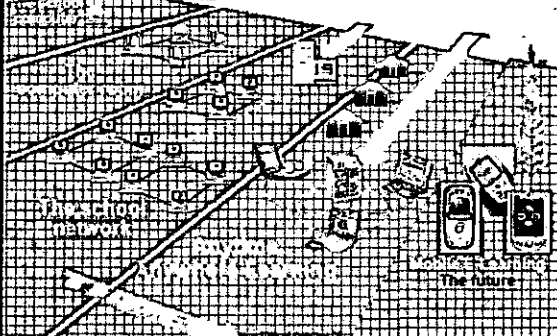
World Summit Youth Award 2008/09

- WSYA CATEGORIES – Putting MDGs into Action
 1. Fight Poverty, Hunger and Disease !
 2. Education for all !
 3. Power 2 Women !
 4. Create your Culture !
 5. Go Green !

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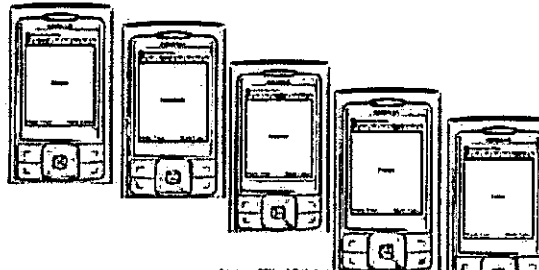


Mobile Content and Digital Divide





The future

The limits of the small screen and the narrow band





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The Challenge of Mobile Digital Innovation: move from voice to value data services






- Adapt to users' personal needs
- Be contextual
- Make Contents compact
- Make costs transparent



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Products of Excellence

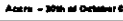



Location based Services

Learning

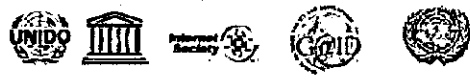
Secure Transactions

Social Collaborative Processes





WHAT ARE CONTENTS OF EXCELLENCE FROM AFRICA ?

WORLD SUMMIT AWARD
A Global Best Practice Methodology to select and promote in creative e-Content and innovative applications as a part of the WSIS implementation process until 2015



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Examples of Excellence

Wougnet - WSA 05 Winner Uganda
Empowering women in the Uganda Pol System


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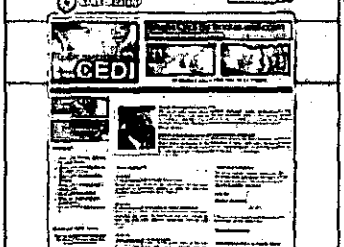
Examples of Excellence

African Network of Education for Health - WSA 07 - Senegal
Collaboration Learning Site for Gov, Univ, NGOs, Health Centres


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Examples of Excellence 



Bank of Ghana – WSA 2007 – CEDIS
 Scalable, flexible, robust, user friendly nav structure


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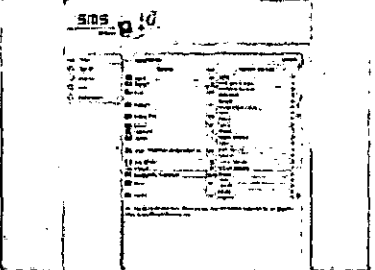
Examples of Mobile Excellence 



Time to Market – WSA Winner 2003 – Senegal
 Mob's E-commerce for farmers


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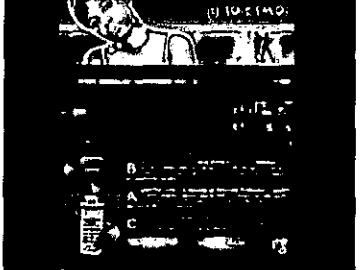
Examples of Mobile Excellence 



SMS Express - WSA 2007 – Togo
 Inexpensive, simple and efficient SMS worldwide


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Examples of Mobile Excellence 



You and Me – WSA 2007 – Togo
 WAP based multimedia people connection

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UNIDO Support 

- Content Industry Development
- SME Focus
- Importance of Mobile Revolution for business and industry in Sub Saharan Africa
- UNIDO partnership with Microsoft in East Africa
- UNIDO working through national SME offices and technology implementation programmes

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Participate in e-Content Awards:



World Summit Award

www.wsis-award.org | wsa@icnm.net

This presentation is made thanks to the generous support of UNIDO

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