



Tech Trendscouting Toolkit

Or: How to Become a Tech Trendscout for
Digital Innovation with Social Impact in Africa.

2nd Edition



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Foreword to the 2nd Edition



Prof. Dr Peter Bruck

Digital technologies change the way we live, interact and work. The impact of digital technologies can be transformative when the benefits of innovation strengthen society rather than individuals. Many organisations look for such promising digital social innovations, which have the potential to contribute to greater economic and financial inclusion, increased political participation, better healthcare, smart urban development, etc.



Dr Jan Schwaab

Inspiring creative entrepreneurship, connecting partners in a dynamic entrepreneurial ecosystem and developing new solutions for sustainable and inclusive development are goals shared by the World Summit Awards (WSA) and Make-IT in Africa, an initiative implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

As innovation cannot happen in isolation, trendscouting is key for inspiration and shaping future innovation. Therefore, WSA and Make-IT in Africa both collaborate with local partners and ecosystem experts to identify important new solutions for sustainable and inclusive development. We reach out to business and finance partners, mentors, jurors, speakers, experts, government leaders, academia and civil society. Their expertise, networks and continuous support for entrepreneurs among their communities shape innovation ecosystems.

In Africa, innovation ecosystems develop at a stunning pace. However, the international visibility of African entrepreneurs is still limited. Identifying and improving the international visibility of



their products to international business and financing partners make a make a real difference. Therefore, supported by the Global Innovation Gathering (GIG) network, we collaborated with Konnektiv to develop the first edition of a Tech Trendscouting Toolkit for Social Impact in African countries, to showcase best practice and improve trendscouting across the continent. The WSA has 15 years of experience in the field of tech trendscouting. In order to make this wealth of experience freely available to everyone, we collaborated with Alexander Felsenberg, Chairman of the German WSA Nomination Committee to incorporate additional tools and experience into the toolkit.

Our special thanks go to all the WSA experts who dedicated time for contributing and sharing their knowledge and experience with us.



Prof. Dr Peter Bruck
Chairman of the
WSA Board of Directors



Dr Jan Schwaab
Head of Programme
Tech Entrepreneurship Initiative
Make-IT in Africa (GIZ)



About Make-IT in Africa

Make-IT in Africa promotes digital innovation for sustainable and inclusive development. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements this project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

In collaboration with more than 30 corporate and financing partners, social enterprises, hubs and networks, 'Make-IT in Africa' strengthens enabling environments for young tech entrepreneurs – to provide better access to finance for growth, markets and skills.

More information: www.make-it-in-africa.org





About the World Summit Awards (WSA)

In June 2018, the World Summit Awards (WSA) became a member of the Make-IT Alliance. WSA is a unique awards system and global network, selecting and promoting local digital innovation with high impact for improving society. WSA has its origins in the United Nations World Summit on the Information Society (UN WSIS) and has an emphasis on closing digital divides. It is an active contributor to the UN Sustainable Development Goals and thus has a global reach, which also includes nearly all African countries. Combining an ongoing series of international events and activities with a global network of start-ups, social entrepreneurs, mentors, jurors, speakers, experts, government leaders, academia and civil society, WSA is an international platform for cutting edge examples of how ICTs can have a positive impact on society. Running for over 15 years, WSA has become a quality seal for digital content with societal impact in over 180 participating countries.

More information: www.worldsummitawards.org

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Introduction & Purpose

Aim & Background of this Toolkit

Support structures

Innovation, start-ups and entrepreneurs are playing an increasingly important role in creating sustainable, scalable solutions for development issues. While some of them manage to connect to relevant support networks such as hubs, co-working spaces and accelerators that help them to create sustainable businesses and scale their innovations, others may not find such networks and thus work outside of innovation ecosystem structures.

Identify innovations

As these new entrepreneurial actors become more important in development contexts, the task of identifying promising solutions and stakeholders becomes increasingly important for development organisations.

Best practices

This toolkit aims to gather and describe tech trends scouting (scouting) best practices to support entrepreneurship and digital innovation with social impact in Africa. As a joint collaboration between GIZ and WSA, conducted by Konnektiv with the support of the Global Innovation Gathering network and Alexander Felsenberg's experience of over 20 years of innovation scouting, this toolkit offers tangible step-by-step guidelines, inside knowledge case studies, and further useful resources.



Scope & Methodology



Challenge

With this toolkit, we offer an alternative guide for individuals who want to identify and support innovation and technology-driven businesses with social impact at their core. There are currently few websites and tools that explain how to discover and map out social innovation trends and successful businesses of this kind.

Experts

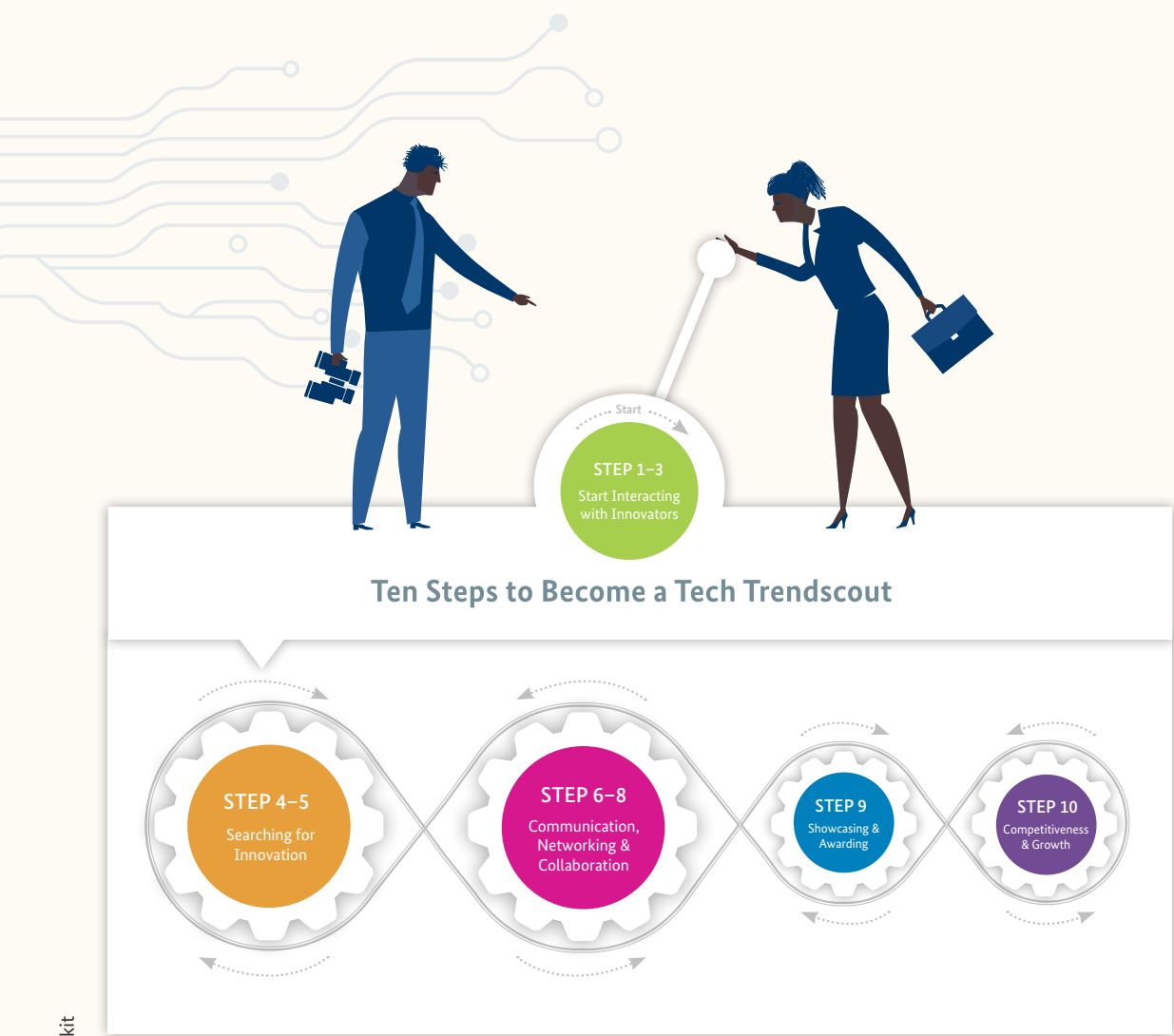
This toolkit was built with a collaborative process that involved stakeholders and tech trendscouts from emerging countries all over the world, and from Africa in particular. It is based on an online survey, in-depth analyses and 13 expert interviews, as well as an interactive workshop which took place in Accra. We asked people who actively support their ecosystem as hub managers, innovators and advisers how they view their work, what their passions are, how they relate to their local community and ecosystems and asked them to share their secrets, successes and failures.

Value

This toolkit aims to provide some key information, tips and best practices for becoming a tech trendscout (or in short form: “scout”) and describes the most important ecosystem players for digital social innovations. Therefore, we compiled 10 steps for you on how to become a tech trendscout for innovations in the next chapter.

Ten Steps to Become a Tech Trendscout for Digital Social Innovation

A guide for scouting, community-building and supporting technology-based innovation projects – in 10 steps



Toolkit

STEP 1

Define Yourself as a Trendscout

Make your purpose statement clear. Why do you want to find tech-based innovations? Know your purpose and passion, and communicate them clearly.

STEP 2

Interacting with Innovators

Define the values you want to share and the approach you want to adopt. Move from “egosystem” to “ecosystem”, where the values of collaboration, openness, sharing and trust are central.

STEP 3

Administrational Set-Up

Have support that is able to cope with administrative and communication challenges.

STEP 4

Basics

Understand the mindset and processes behind innovation. Who are the people and organisations in the ecosystem who share your values? Map all relevant stakeholders related to the digital social innovation ecosystem and start connecting with them.

STEP 5

Research

Identify the hotspots within an ecosystem where you expect the greatest ability to innovate.

STEP 6

Communication

Develop a communication strategy for your community as well as public relations work. Present your content clearly with a simple, high-quality website and an active social media presence. Use communication tools and communicate pragmatically.

STEP 7

Networking & Relationships

Create and share knowledge through various platforms in an open and collaborative way. Host meet-ups and local community events. Moderate your community with a community manager or ambassadors. Be sure to create value on a regular basis.

STEP 8

Sharing Knowledge & Collaboration

Build a community by going beyond networking. It is all about giving, hosting, sharing and collaborating. Try to become a crystallisation point yourself, brokering relations within and outside your ecosystem. Provide workshops and training opportunities to reinforce the skills of your community members.

STEP 9

Showcasing & Awarding

Use the impact of showcasing and awarding to promote the subject and your scouting work. Initiate or support an award and learn how to evaluate innovations. Explain social impact and sustainable business criteria and structural criteria to evaluate innovation and sustainability.

STEP 10

Competitiveness & Growth

Discover the most important options to succeed and connect to partners, sponsors and investors.

Segment I:

Purpose, Mindset &
Set-Up





Step 1 – Define Yourself as a Trendscout

Make your purpose statement clear: Why do you want to find tech-based innovations?

When we look at digital innovations with a social impact, most entrepreneurs and innovators are motivated by a strong purpose and a passion. Defining your vision and the reason why you do the work you do is the first key step.

When reaching out to people or looking for experts and partners, having a clear idea of your purpose will make it easier to engage them and keep the conversation going. People often join a community because they resonate with a vision, so make sure you define yours well.

Case Studies – Define Yourself as a Trendscout



Mindset!

Alexander Felsenberg, Chairman WSA German

Scouting for innovation requires an inquisitive mindset, as well as being able to focus in depth on selected topics. Being a scout in the digital field requires an interest in the solutions and the people who create those solutions. Scouts in this context need to have a mission and must define a clear purpose for their work, since they dedicate their time, their energy and their network to searching, evaluating, connecting and supporting innovators.

Action items

- › Define your aim
- › Define your gain, your benefit
- › Define your role
- › Develop a “Mission & Vision”

As a scout, you will always be at the forefront of developments. You are the one who witnesses many developments and sees which innovations become successful over time. The return the scout receives is enormous: technical know-how, subject knowledge and a growing network. Scouts receive great appreciation once they have successfully identified, promoted and supported a project through to its execution.

Besides those deeply gratifying results, scouts utilise their findings for their own development, projects, jobs, organisations and investments. For most scouts, these are the benefits. The main motivation for a successful scout is to find great solutions in the desired field for society and/or the environment.

Anyone who wants to be a scout, should answer the following questions:

- *Are you curious and do you get excited finding new digital solutions?*
- *Do you like to learn and discover?*
- *Are you open to approaching new people?*
- *Do you have a network; do you want to expand it?*
- *Do you like to connect people and to share your knowledge and experience?*
- *Can you take a step back and work in the background?*
- *Can you organise and administrate?*
- *Can you define your purpose?*
- *Can you define your benefit from scouting?*

If you can answer most of those questions, you are ready for the challenge of being an innovation scout!

The scout support system in Nigeria

Emmanuel Amos, President Programos Foundation
& Founder InnovationBed.Africa



Being a scout can be one of the most difficult aspects of the scouting job. Aside from passion, a scout needs a principled personality. Especially from our part of the globe where corruption and delinquent relationships are commonplace, attractive and almost the norm, it may be a major challenge to succeed in one's goal of scouting without cutting corners. You need to be prepared for disappointments, otherwise you'll stay frustrated and won't be effective in your work, neither as country expert nor or as regional representative. Though you mean to do good for society, it costs a fortune to do this here. Given that Nigeria (a typical African country) has a lot of rebranding to do because of the negative perceptions over corruption attributed to the people, we would rather do our work to the best of our ability and not express a need for help even where necessary! A scout's mindset is also a function of well-being. No one cares if the scout, as a volunteer to the cause, is alive, hail or hearty; and whether he may sincerely need help to forge on with his goals and aspirations of the scout duties. In our research pilot this has contributed to poor performance for my Africa in particular – hence our concern!

- We identified early enough the need not to be over-dependent with political networks who merely may want things done to their political aspirations and programmes. They enjoy elaborate programme hypes and propaganda in mainstream media for publicity to no effect!
- Producer-product protection – it is very important that a scout ensure that the intellectual property of products entrusted to the tech scout process is protected and the author's interest is not compromised!
- To curb the excesses that may mar attainment of a sustainable innovation ecosystem in the Nigerian society, we ensure that a scout is a member of an ICT stakeholder association of the country so reported cases can be panelled from a professional point of view.



Step 2 – Interacting with Innovators

Define the values you want to share and the approach you want to adopt

Selecting a set of values that will drive your behaviour, ecosystem and community is crucial. Ask yourself how you want to be seen by the people you will interact with when scouting for innovations and experts.

Social digital innovators are currently creating a shift in mind set and values as they move from such “egosystems” to “ecosystems”. Originally, the concept of an ecosystem comes from nature and biology, where collaboration, openness, sharing, synergy and trust are default values for life to emerge and thrive. To become a strong ecosystem player, you must play by the rules of the ecosystem and put its interests in the foreground. This includes giving the team behind the development what they need.

Inside Knowledge



Agang K. Ditlhogo

Co-founder of The Clicking Generation, a social enterprise that offers ICT education services and computer training in Botswana. (WSA expert in Botswana)

“Trendscouts need to create an environment of trust. The reason why attracting high quality talent is difficult is because digital innovators are sceptical about the safety of their ideas.”

Case Study – Interacting with Innovators

Approaching Innovators

Alexander Felsenberg, Chairman WSA Germany

When approaching a team, a straightforward introduction with a clear statement which organisation the scout represents and what the purpose of the approach is, is the key. Always try to speak to the founder/CEO/creator or to the project manager of a product. These leaders are usually the ones that want the world to see the project and want the project to excel – they will be the biggest supporters for the scout.

It is useful to have a reputed organisation to give you support, such as the UN World Summit Award or similar. This gives credibility and melts the ice.

After explaining the mission, the scout should explain the monetary implications. Furthermore, the scout should explain their motivation and his objectives. Therefore, having your own website is essential. Here, all references, their purpose, mission, vision and values should be clearly communicated. An official letter of appointment as national expert by a known entity also supports credibility.

The scout should explain what he or she can do for the project and what the team and the innovator might need to provide. A transparent commitment is advised. This commitment should include time for deliveries like filling out online forms, descriptions, travels, presentation, etc. It should also provide a list of tasks and efforts, so expectations are clear. Creators, founders and entrepreneurs in general like to show the world what they have done and are looking for the right audience to present their work.

If a scout is lacking reputation, publicity, a reputable organisation or network, find one that supports the cause! It should have a similar purpose and intention

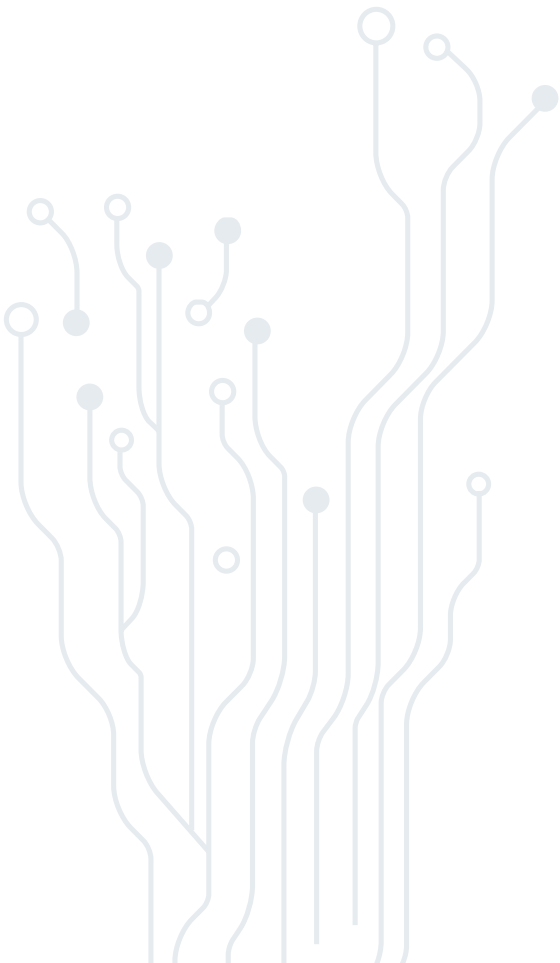




Step 3 – Administrative Set-Up

Install a reliable administrative Set-Up

A scout needs an infrastructure to administrate, organise and communicate. Efficiency comes from the right tools and administrative support. The support structure will need to grow over time, so choose tools that grow with your activities. Tools imply web presence.



Tools that can be helpful for scouts

A Customer Relationship Management (CRM) tool
(e.g. Freshworks)

CRM

CRM works also as a knowledge repository. In order to work efficiently and handle a network, a CRM is needed. The money invested here saves time and adds value!

Use tagging / keywords, notes, and record all e-mails. Over time, you will develop the most valuable database for further activities. Imagine if you meet thousands of people: still knowing about them after 20 years in business is worth the effort.

A website toolkit
(e.g. Google services)

All in One: Website, Forms, Tables, Video, Pictures...

Develop a website! Include tools that are expected for your purpose: project registration, calendars, newsletter registration etc. Website toolkits are widely available.

The functional offering is vast, its appearance is professional, it is easy to use and it is free. Google is also handy since it provides useful functions like tables, forms, video, pictures, etc., all on one platform.

A newsletter tool
(e.g. MailChimp)

Newsletter Service

For professional e-mail communications, you need to use a professional e-mail service provider. Make sure that your e-mail provider is “white listed” to prevent your e-mails from ending up in the spam folder. If Google Mail, for example, is used for sending out to more than a couple of e-mails, your messages will be identified as spam. A service like MailChimp can be more effective.

Business networking
(e.g. LinkedIn)

International Network

To provide transparency and gain a good reputation, it is necessary to be present on an international directory service like LinkedIn. Considering LinkedIn does not provide tagging, adopt the habit of writing an “in-mail” when requesting to connect.

Segment II:

Searching for Innovation





Step 4 – Basics

How to train yourself to see innovation

Before starting to define your subject, you need to understand the thinking and processes behind innovation to become a scout. Define the topics, categories and criteria for your research. Based on this, you can find your audience and carry out a mapping of the ecosystem. Who are the people and organisations in the ecosystem? Who is active in your area of interest? Share your aim and vision with them and analyse whether partners in the ecosystem share your values and targets.

Get to know the stakeholders

People within ecosystems are the primary source of information about innovation, especially when it comes to social impact. The more you know about the stakeholders interacting in your networks and ecosystems, the better your understanding and the stronger the impact you will have.

Mapping the ecosystem

Mapping all stakeholders in your ecosystem is therefore a key step toward identifying digital social innovation. There are different ways of carrying out ecosystem mapping. You can start by looking at the data available online, and complete your knowledge in a collaborative way by involving other people or members of other communities.

Inside Knowledge



Oluwaseun David Adepoju

Founder of TECHmIT Africa, a technology and innovation advocacy platform based in Nigeria.

“Adopt the football scout model. Work with local communities to reach grass-root talents who aren’t online or in hubs. Check with the local schools, teachers, headmasters, community heads, head of clans and ethnic clubs. They know the exceptional talents but they do not always know how to support them.”



Astria Fataki

Founder of Energy Generation, a pan-African organisation empowering African youth through entrepreneurship.

“Become an expert in an area of choice to gain credibility and provide ambassador kits with methodologies and communications resources. Provide media kits to scouts to add value and facilitate better scouting. Refrain from copying and pasting strategies from one region to another. Each region is unique and requires its own strategies.”



Step 5 – Research

Hotspots of innovation

Each country is different and has different ways of evoking innovations. The range of places and opportunities to find innovations is vast and differs locally. A scout needs to actively research the best option in a country. This holistic view should help provide inspiration.

Research

- Universities
- Research facilities

Innovation Spaces

- Bar camps
- Coding bootcamps
- Innovation hubs
- Incubators
- Accelerators
- Co-working spaces
- Makerspaces
- Entrepreneurship centres
- Existing innovation networks
- Think-tanks

Dedicated Platforms

- Start-up platforms
- Investor platforms
- Crowdfunding sites

Corporates

- Start-up platforms

Awards

- Innovation awards
- Topic/subject-related awards
- Business awards

Conferences

- Scientific conferences
- Tech conferences
- Business conferences
- Meet-ups
- Fairs

Pre-Selections

- Best-of lists
- Awards

Public

- Government
- Policy makers
- Councils & hearings
- Expert groups
- Development agencies (local)

Media

- Local newspapers
- Specialised journals
- Podcasts
- Social media

Makers & Shakers

- Investors
- Mentors
- Entrepreneurs

Experts

- Field experts
- Business consultancies
- Tech consultancies

Associations

- Trade associations
- Professional associations
- Advocacy groups

Ranked by best choice top to down, left to right

Where to find innovation: a list

Besides universities and research facilities, innovation hubs provide a good foundation for innovations. Below, we have compiled a list of innovative places and spaces in Africa, from hubs to universities, co-working spaces and incubators:

MEST Incubator	Corporate sponsored training programme
Growth Africa	Corporate-sponsored training programme
Jokkolabs	Acceleration programme in Kenya, Uganda, Ethiopia and Zambia
IceHubs	French-speaking hubs, accelerators and social change programmes in Senegal, Cameroon, Benin, Gambia, IvoryCoast, Burkina Faso, Mali and Morocco
FabLans	A worldwide network of makerspaces with a focus on distributed manufacturing
University Entrepreneurship Centres	Universities, technology transfer offices and centres for entrepreneurship. e.g. Morocco Centre for Entrepreneurship
CC Hub Nigeria	Social-oriented innovation centre dedicated to accelerating the application of social capital and technology for economic prosperity
iHub Kenya	Biggest co-working space and ecosystem innovator in Nairobi
SDG Accelerator	Accelerator programme focusing on ventures with an SDG focus and providing the SDG Accelerator toolbox

Find and select the best innovations:

The most important part of scouting for innovation, especially in emerging countries, is your ability to connect with experts in the field you have targeted.

However, this must be accompanied by research, as well as observation of local and regional innovation trends and communication on social media. This approach serves as a source of innovation and as a way to improve knowledge sharing within your ecosystem.

Where to find content to share: a list

The following table provides suggested resources to watch for content to share. Make sure that the content you share clarifies the benefit of being part of your ecosystem and the incentives behind it, such as organising open contests and awards to select the best innovations.

Awards	What type of awards are there? Be aware of what is going on and differentiate between possible trends and promotion
Agencies and corporates	Agencies and corporates stay up-to-date by producing trend reports, briefings and content. Browse these to see what is going mainstream. A good source for rather mature innovations.
Influencers and opinion leaders	Opinion leaders and futurists try to shape or predict the future, while influencers shape the trends. The important criteria while selecting which opinion leaders you want to follow is to make sure that those leaders appeal to groups that belong to different social circles.
Crowdfunding sites	Most crowdfunding sites have campaigns for art, products and technologies. Often, they are a good showcase for what matters to people or what could come in the future through good storytelling. StartNext is one of the very few crowdfunding sites that focuses on projects for society.
https://www.f6s.com/	This online community is used by many accelerator programmes and events, connecting start-ups with funding from accelerators, funds & investors. It offers help through free offers, talent search & exposure, and growing start-ups in a strong global community.
Google Alerts	Use alerts to get notified whenever there are new innovations on your subject of interest. Make an alert, for example, for “social digital innovation” and the name of your location.
AngelList	AngelList is an online database of investors and start-ups and their funding history.
Crunchbase	Crunchbase is a database of start-ups and their funding history.

Inside Knowledge



Rudy Laddaga

Founder at Gnius Club, a laboratory of innovation, technology and creativity for children in Mexico.

“Leverage Google Alerts to scout for talent. Pulling data from multiple sources depending on the keyword used, Google Alerts is a great way to collect a steady list of potential leads to reach out to possible partners to build relationships with.”

Case Studies – Research



Scouting in Ghana

Dorothy Gordon, WSA National Expert Ghana

“In Ghana the search is conducted mainly through checking the buzz about apps among the general public, reviewing winners from the many local award competitions and most importantly checking on the activities at hubs. The latter have proven to be attractive locations as they provide useful business training for ‘techies’. Many university students get into a hub to apply their knowledge to solve real life challenges and develop digital solutions mainly on apps. These are predominantly B2C solutions/apps, as B2B solutions are mainly developed by companies or corporates. The telco platforms also play an important role. Many solutions are web-based and have a social enterprise focus. Impact is more important than the number of installed apps.”

Scouting by a dedicated organisation in Nigeria

Emmanuel Amos, President Programas Foundation
& Founder InnovationBed.Africa



With the instituted InnovationBed.Africa structure and regional representatives (volunteers) across the 36 states of the federation, plus the Federal Capital Territory, a dedicated organisation has been created. Each of these representations are sourced from notable public administration secretariats responsible for the communities of the regions.

InnovationBed.Africa uses social media to search for potential product creators as individuals, corporates, local NGOs and public sector agencies offering citizen services. Such product creators can be representatives with local hubs, shops, clubs, schools, colleges, town-halls, AGMs, conferences, workshops, trade shows, associations or government agencies.

Best results came from the Programas Foundation which has a completed programme designed to give youth innovation festival experience to all the regions and communities with effect from 2020. This will boost our results for scouting in future years on the InnovationBed.Africa platform for each country.

For sustainability, it is important to establish a comprehensive public private partnership with the local government administrators of the communities or regions. So all stakeholders can oversee and support programme outcomes of re-innovating the Nigerian economy one-region-at-a-time – leveraging on unlocking the internet opportunities for youths to re-discover themselves in the new employment agenda which is no longer the same as the political manifesto promises.



Scouting by awarding in Paraguay

Marina Pedersen, National Expert from Paraguay, CEO kiyogroup

In many countries, such as India and Paraguay, the search for innovation is conducted by creating a local award competition, often sponsored by local companies like a mobile phone company. Sponsors are needed but it should be made very clear, that the award is an independent one and not influenced by the sponsor.

Action items

- › Define your aim
- › Define topics
- › Identify ecosystems
- › Research online
- › Map search locations / defined by the subject
- › Develop an “approach” target list of potential teams
- › Develop a story to approach innovators
- › Use a CRM to store, classify and tag the innovation
- › Establish an innovation database
- › Establish your network
- › Use other networks
- › Approach governments for reference and support
- › Define a search plan
- › Work structured and systematically
- › Be transparent
- › Be consistent

For promotion, social media or word of mouth, an established network and classic PR work, like personal approaches to media multipliers, have proven to work best. Approaching government e.g. ministries and professional associations to support by dissemination of information about the award is also very important since it also gives credibility and reaches out to other networks. Alliances with other networks also have a proven effect in getting projects for the award.

Continuity is an important point for success. The more often an award is conducted, the more reputation and trust the award gets, and therefore it receives more relevance. The lower the financial threshold to participate is and the higher the perks or the perceived value of the prizes are, the more projects get submitted.

Reliable and easy registration and an online jury process are key to operational success. For that, the WSA offers an online jury platform which is being used in many awards worldwide.

In summary the best results are achieved by:

1. Diffusion in networks
2. Advice from a group of subject experts
3. PR work: touring the conventional press media
4. Clear transparent communication and guidelines
5. Selection of winners by local experts
6. Linking with international references
7. Using proven tools for dissemination and collaboration, e.g. WSA online registration and jury platform

Segment III:

Communication,
Networking & Collaboration





Step 6 – Communication

Communication is often forgotten or underestimated, especially when it comes to projects with a social impact, even though this is vital for fostering engagement and collaboration. Ensure that you develop a good communication strategy to nurture your community, guarantee participation and more easily on-board new contributors.

Set up transparent objectives and plans; present your content in a clear format. The success of online communication depends on sharing your content on various platforms and making it as visual as possible. Once you have built your community and wish to establish your legitimacy, investing in public relations (PR) is also essential if you wish to engage with a broader segment of society.

Inside Knowledge



Omri Boral

Founder of Tech for Good in Israel, which partners with investors and scales up the start-ups of entrepreneurs who use technology to tackle social and environmental issues. (WSA expert in Israel).

“Keep innovating with your storytelling and messaging. This way, you will stay present in people’s minds and they will call you when they see something worthwhile.”



Carolina Rossi

Founder of InnovaRock and one of the founding members of the wildly successful Startup Chile programme, a leading accelerator in Chile. (WSA expert in Chile)

“Handpick people and help them get more exposure. This way, you will be helping them and getting more visibility yourself.”

Case Study – Interacting with Innovators

Communication is key

Hanae BEZAD, Founder Douar Tech, Morocco /
GM LeWagoon Morocco



In order to receive weak signals from the environment, a scout must be curious and open minded on the one hand, and a good communicator on the other. Further, this brings attention to the innovations, which increases their impact.

Therefore, scouts need to be acquainted with the local media landscape in their field of interest to get the attention of media multipliers, e.g. journalists, influencers, podcasters, etc. Approaching multipliers directly can lead to potential exposure. Providing them with insights and information as well as with story ideas is the most effective way to get their attention. It takes time to get their trust and attraction, but it pays off.

One of the best tactics is using news stories that are closely related to the countries' challenges and show solutions by local innovators. Those stories will create attention, especially when also recognised or supported by local prestigious entities.

Going out of the country, presenting findings and activities on local topics abroad, will also build local recognition and reputation.

Using free self-publishing online media to share insightful content like "Medium" and "Articles" on "LinkedIn" will bring tremendous resonance in many ways while bootstrapping the PR budget at the same time. First with innovators, since they trust in that type of media as the source of relevant news – and they also love to read in English. Further, and even more important, it will attract attention from the media. A frequent and continuous presence in the media establishes the scout as a prime source for his topics. Further, hosting

Action items

- › Keep your website up-to date
- › Write articles on media, Huffington Post, LinkedIn
- › Provide a newsletter, e.g. "Innovations from the Ground"
- › Use social media to post activities and build up your personal branding
- › Host "Meetups"
- › Conduct workshops and invite all stakeholders
- › Participate and collaborate actively with other well reputed events, e.g. host a workshop or lecture on existing events

workshops and events where the scout invites all stakeholders, e.g. innovators, press, investors, partners, etc., has also proven to fulfil multiple purposes. It initiates collaboration, news/story generation, cooperation among innovators, and reinforces the community. Through regular repetition in different locations, it will establish itself by raising awareness around a new programme. The diversity in such places will also help to engage more communities around this innovation and attract more innovators.

“Meetups are made for scouts”; they are easy to organise, widely known and therefore the most effective and efficient!

Another very effective way to create relevant attention and gain a reputation is to connect with a big congress organisation like “DEMO AFRICA”. Besides the already mentioned effects, the scout will get entangled in the PR activities of the event and gain direct contact to out-of-country multipliers.

As soon as this proves feasible, having a communication / PR person on board or even a PR agency that knows how to work the topic and knows the media landscape can be helpful.

Finally, as a scout, one should be aware that from one point on, the scout will be identified by society to stand for what they are doing and will be a public figure for that activity; which might require personal adjustment to this new position.

Tools to use to support your communication objectives

Website

Use free tools such as Wordpress to create a website for your project or company.

Newsletter Tools

Tools such as MailChimp offer free newsletter technology to automatically target your clients.

Blog

Integrate a blog on your Wordpress website. It incentivizes users to visit your website and improves your ranking on Google.

Design Tools

You need to design your first flyer or social media image? Use tools such as Canva to create beautiful designs without having to invest in expensive tools like Photoshop or InDesign.

Social Media

Consider which social media platforms your target group is using, e.g. LinkedIn, Twitter, Instagram, WhatsApp. You can use a software like Buffer to post on several platforms at the same time.

Networking

You can find people with specific interests by looking into offers like Meetup; go to a meeting or host your own!





Step 7 – Networking & Relationships

Once you have established a communication practice and connected with existing networks, the challenge resides in networking and building strong relationships. Networking can quickly become more about selling yourself or your purpose, while community building is all about giving, hosting, sharing and collaborating. With the latter, you put the interests of the ecosystem before your own.

Nurture your community and engage with your stakeholders

To engage with people, you need to bring them value in the long term. This implies that you take into account the diversity of actors involved in your community, even the external ones, and create a process that provides the best conditions for everyone to participate in this community for the long-term.

You need to become a community manager or surround yourself with one or two individuals who have the skills to support you in facilitating the community. They will help you plan events (on- and offline), host the community and develop the content you will push, as well as moderate the conversation happening in the spaces you create. You can also provide trainings for people to become ambassadors and support you as you scale your impact in both the real and digital world.

Gathering and nurturing a community is a systemic way to increase impact, especially for digital social innovation. To enable your ecosystem to create positive impact, you need to focus on building a community of collaborators who trust you and whom you also provide value. *See the next page* for tools to help you visualise your networks.



Tools for visualising networks and guides

Graphcommons

Map networks by transforming data into interactive maps, untangling complex relations that impact you and your communities.

Platform Design Toolkit

This toolkit can be used by social entrepreneurs who want to design better organisations and aim to achieve a scalable impact.

EU Digital Innovation Toolkit

From network mapping to open business models, this collection of resources and tools is a good source of inspiration for innovation.

Community Canvas

A great tool to look at when trying to map your community and regularly reflecting on how to nurture it

Case Study – Network & Relations

Network is Key

Dorothy Gordon, WSA National Expert Ghana

“A good scout is as strong as her or his network. So, building up a strong network is a priority for a scout. The first step to building a network is to attend community events and learn all about a subject.

Meeting the movers and shakers in that field, understanding who and what is important, will in time give insights and the capability to distinguish outstanding contributions. A scout should be eager to learn, perpetually curious, and open to new people and new ideas.”



Meet-ups & idea-realisation events

Meet-ups

“Meet-ups are made for scouts”: Building a community starts with networking. Find the events happening in the ecosystem and the communities you want to connect with. Look for a meet-up about your topic or even better, create a meet-up for your purpose!

Host events

Once you have made yourself familiar with the digital innovation ecosystems around you, you can consider hosting your own events. Identify the main connector(s) in a given community and collaborate with them on a chosen topic or contact a hub or university accelerator, offering to host a talk. Innovation hubs and spaces are often looking for contributors to animate their communities.

Applying this principle to relationships means that you must become a connector yourself, brokering relations and bringing value to the stakeholders you have met at events or who came to the events you hosted.



Tools for organising events

MeetUp

<https://www.meetup.com/>

Meetup is a service used to organise online groups that host in-person events for people with similar interests. The easy and inexpensive way to create, promote and manage the registration of an event through the meet-up platform makes it the most useful platform for that purpose.

Start-up Weekend

<https://startupweekend.org/>

At a Start-up Weekend, participants develop innovations at the event. By using a special elaborated method, a facilitator guides participants through a process where an innovation is being created on the spot. Start-up Weekend exists all over the world and focuses on a topic (also social impact) and develops start-ups in just a few days with mentors.

MakerFaire

<https://makerfaire.com/>

A celebration of invention, creativity and curiosity, showcasing the very best of the global maker movement. People of all ages and backgrounds gather to learn, share, play and make.

Case Study – Network & Relations

Sylvana Lewin

Community Manager at MEST in Ghana, an incubator providing training, seed investment and mentorship for the next generation of globally successful African software entrepreneurs.

“Connect with the people who are building the ecosystem. They already exist in every city: they could be from universities, from organisations such as the British Council, co-working spaces and innovation hubs. They will connect you and help you on your way.”





Step 8 – Sharing Knowledge & Collaboration

Share knowledge: content review and thought leadership

Producing and releasing useful content is essential if you wish to engage with your community. Developing tools and thought leadership through publications, videos, online and offline classes, workshops, talks and conferences, or trainings that provide value to your community will make you a supporter and enabler of the growth of the people around you, adding to this trust layer.

The more open you are when sharing and giving access to your knowledge and resources, the better you will be able to foster participation and collaboration. Communities often face the challenge of closing up. It can make the difference if you are open to diverse groups of people and inclusive – especially when you work around social impact projects, organisations targeting remote populations or those with low-level access to resources.

Many organisations use online tools to work collaboratively and ensure good communication, information flow and knowledge management.

Inside Knowledge



Jonathan Stever

Founder of Impact Hub Kigali, Rwanda.

“Position yourself as a key influencer in your areas of interest. Also add value to target communities by sharing resources and simply giving back without thinking about returns.”



Dayo Koleowo

Principal Investment Partner at Microtraction

“Learn to collaborate. Collaboration improves your reach and you have a compound effect when you work with other people. We need to collaborate more. We say this a lot but it is not being acted on enough.”

Tools for collaboration

Cobudget

Cobudget is a tool for collaborative budgeting and financial management that makes it easy for organisations and groups to allocate funds collaboratively and transparently.

etherpad

Etherpad is an open source collaborative code and text editing tool.

FIREPAD

FIREPAD is an open source collaborative code and text editing tool.

Freshworks

In order to work efficiently and handle a network, a CRM is a must. Some CRM SaaS solution providers claim to be free. The money invested here saves time and adds value! Use tagging, keywords, notes, and record all e-mails. Over time, you will develop the most valuable database for further activities. If you meet thousands of people, still knowing about them after 20 years in business is worth all the effort

GOBBI

Gobbi is a collaborative editor, supporting multiple documents in one session and a multi-user chat.

Loomio

Loomio is an app that helps people make decisions together, saving time, giving clear outcomes and keeping everything in one place.

Office Suite

An alternative to GoogleDocs and Office 365.

OWNCLOUD

An alternative filesharing platform.

Slack

Slack is a messaging app, customised for productivity and the workplace that offers group conversations via channels, making it easier for people to be in a conversation only if they want to be.

Telegram

Telegram is a secure messaging/ chat platform with call features and group sizes of up to 5,000 members. For large groups, make sure to have a moderator and instructions on how and what to post in terms of content.

WeChat

WeChat is the Asian counterpart of WhatsApp, with even more dialogue features.

WhatsApp

WhatsApp is the preferred messaging platform in most of the world, except in China and parts of Asia. It offers a broad spectrum of dialogue features.

WSA Registration & Jury Tool

WSA Registration & Jury Tool offers the full registration process for awards submission and online jury sessions for multistep judging processes. It is adjusted to the WSA multi-national, multistep, multi-category awards process and its criteria. Pricing is flexible and considers the type of entity using it.

ZENKIT

Zenkit is a collaborative, versatile project management tool that fits perfectly with the mindset of a creative individual where agility is key. A wide array of templates for different tasks makes thinking, working, and acting easy.

Inside Knowledge



Christelle Scharff

Professor of CS Pace University and Founder of Mobile for Senegal, an education initiative promoting mobile application development in Senegal and other African nations.

“Focus more on topical and technical guidance and look at coding bootcamps. There are too many soft guides and not enough focusing on actually building products. This technical guidance is going to help you build a quality network.”



Segment IV:

Showcasing & Awarding





Step 9 – Showcasing & Awarding

The impact of showcasing

Showcasing in an early stage functions as a “reality check”: it supports the customer centricity of the solution. At an advanced stage, it will be more of a “product presentation”. Showcasing can happen in many ways. To start showcasing at the local level is the first and often most important step. Providing a presentation to an audience makes the innovation tangible to potential users and gives opportunities to refine the idea and change it for a better market fit. A “reality check” in an early stage is the best thing that can happen for all stakeholders involved. Therefore showcasing should be done as soon as possible with selected audiences. Later in the development, when an elaborated solution is available, showcasing becomes more of a sales presentation to partners and customers.

The impact of awarding

Getting an award for their work provides great motivation to the innovators and their teams. It is a gratification nobody can buy – when conducted in a non-biased, non-corrupt process.

Conducting an award is a very good way to find innovation, but that only applies when the award is conducted transparently, fair, inclusively and in a well-organised manner. To accomplish that, the scout needs know-how in conducting an award, as well as finding sponsor(s), time and/or support.

The awarding process is a typical grassroots process, where the scout, a third party or the innovators themselves submit a project. The jury evaluates those projects and makes a selection based on its own given rules. For a fair judging process, facilitation is key. For many national and international juries, the parliamentary proceeding process “Robert’s Rules of Orders” has proven to provide a fair and unbiased judging process. (A short version of “Robert’s Rules of Orders” can be found here: <http://www.rulesonline.com/index.html>)

Awards: a check list for success

Concept	<p>Define what you want to achieve with the award!</p> <p>Check for similar awards to distinguish your award from others.</p> <p>Consider conducting your award in conjunction with another event like a fair, exhibition or conference.</p> <p>Multiple synergies can arise from such corporations.</p>
Categories	<p>Select the categories that fit your subject. Be aware of the categories because they will also define who will sponsor you.</p>
Sponsors	<p>Try to win sponsors that contribute more than money. Their network, event management know-how, administrative support, location, PR, etc. can be as valuable as an amount of money.</p>
Marketing & PR	<p>Marketing and sales to acquire entries / projects is a key to conducting a successful and reputable event. Without sufficient amount of entries, an award will miss its purpose. Without sufficient pre- and post-communication, the effort is in vain. As mentioned before, communication is key!</p>
Jury	<p>Select a jury that has the corresponding subject know-how and is not affiliated with one of the projects in any way. Neutrality is key for the reputation of the award.</p>
Judging, Criteria & Software	<p>Define a process to secure a bias-free, non-discriminating project information and judging process. To achieve this, we recommend the use of Robert's Rules of Orders. Criteria depend on the subject and country, for more information about the criteria and the judging software, see the following pages.</p>
Gala Event	<p>A gala event is the highlight for all stakeholders and the beginning of a new circle of searching. Here everything comes together: research, communication, networking and the confirmation of the scout's work by having found good solutions. At the same time, the gala is the beginning of the next round of research, and it is a good basis for finding sponsors, partners and investors.</p>

Criteria: how to know if innovation matters

To understand how innovation can have a social impact, it's important to know the leading impact frameworks and awarded innovations. We have included some major ones below:

Sustainable Development Goals (SDGs)	The SDGs established by the UN in 2015 provide good orientation. Does an innovation contribute to the achievement of these goals?
World Summit Award	WSA puts forward technical and strategic criteria that can be useful to identify the right innovations.
Award Criteria	Technical criteria include content, functionality, design, technology and innovation. Strategic criteria focus on local impact, impact on communities and society, and value such as addressing UN SDGs, narrowing the digital divide, global values and potential.
Ashoka Social Entrepreneurship	There are some organisations specifically focused on helping social entrepreneurs. Ashoka is one of the important ones.
IRIS	Social Impact Tracking is still a new field and there are always new interesting approaches like IRIS from the Global Impact Investment Network (GIIN). Keep up to date on this subject.
The Natural Step	The Natural Step provides principles and rules for sustainable products and services using its Strategic Life Cycle Assessment (SLCA) methodology.
B Corporation	B Cooperation certifies businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. B Corporation is accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.
Phineo	Phineo is an independent, non-profit analysis and consulting firm that evaluates effective social engagement.

Structural criteria to evaluate an innovation's financial sustainability

When searching for innovations that should make an impact, the scout needs to make sure that the project or the company will sustain. If the idea is good but other criteria for success are poor, the effort that one puts into pursuing and promoting the project are in vain.

Make the maturity of the innovation and the structural criteria requirements for selection.

Market demand	Is there really a need for that solution, or is it just a singular challenge with a market size of "one"?
Team Knowledge, Focus, Social Skills, Spirit	How does the team work together? Are they complementary to each other's knowledge and methods? Do they inspire each other and can they stay focused even under stress and how coherent are they when subjected to stress?
Competition	Who are the competitors? What is the USP? Who are the not so obvious competitors which, with a little change, could threaten the business model?
Network	How good is the innovator connected within his industry, partners, potential clients, media and politics?
Finance	For how long is financing secured? Who is taking care of financing? Is financing being addressed properly?
Sales / Distribution	How is sales being approached? Is a professional in charge of sales and marketing?
Processes	Have processes been addressed? Are clear processes defined and transparent?

Segment V:

Making Innovations
Sustainable



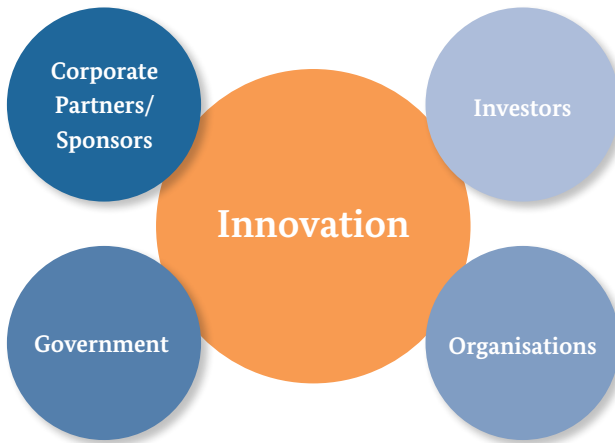


Step 10 – Competitiveness & Growth

Primary reasons to withstand, grow and prevail

With every innovation, especially with social enterprises, failure hurts double. On the one hand, it's bad for the team behind the idea; on the other hand, it's bad for society, which could have benefited from the successful implementation of the innovation.

Depending on the type of solution, more than one option should be approached to secure finances. Each subject has different ways to get financed and each country is different. The role of scouts is to connect with potential partners and investors.



Connecting to partners, sponsors and investors

One of the finest skills is to connect the innovator to investors. Investments are the only way to secure the future of the innovation.

The scout has to be aware that the four groups of capital resources are very different and that each group has a different aim in mind. Make sure that you get a clear picture of the different offers, so that you can advise your partners in the best possible way. Developing a pitch deck is the next logical step, where scouts are valuable supporters, since they most likely have seen many of them.

Inside Knowledge



Kamal Yakubu

An award-winning Ghanaian serial entrepreneur in AgriTech and real estate, and founder of TroTro Tractor, which helps farmers rent tractors and drivers via mobile phones.

"Help entrepreneurs eliminate distractions and provide value by providing them with connections or information that they didn't have. The scouts we speak to regularly tell us about awards or make intros that add a lot of value to us."

Tools for fundraising

Crunchbase

Crunchbase is the leading destination for company insights from early-stage start-ups to the Fortune 1000. Get insights into your competition.

Angel List

AngelList is where start-ups exchange and find employees and investors.

Opporizon

Opporizon is a SaaS innovation and opportunity platform. It provides entrepreneurs the ability to present their projects.

StartUp Next

Startnext is a crowdfunding platform focused on crowd funding social activities as well as social businesses.

GoFundMe

Gofundme is also a crowdfunding platform focused on crowd funding social activities as well as social businesses.

NOAH

NOAH is a technology supported networking platform and conference to match innovators with executives and investors.

Red Herring

Red Herring has been publishing since the 90s all about financing the tech business, mainly start-ups.

Case Study – Competitiveness & Growth



Sustain

Emmanuel Amos, President Programas Foundation
& Founder InnovationBed.Africa

By virtue of our work over the years, we have been able to bring numerous start-ups and their products to enjoy enduring partnerships, mentorships and sponsorships apart from funds from Angel organisations.

Action items

- › Introduce your scouting to government agencies, get them involved
- › Create meeting and matching opportunities for projects and partners
- › Find and link suitable partners and investors for innovators and teams

- The other issue is the misrepresentation of what works in other countries does not necessarily work in Africa
- We keep a post-win eye on the innovators by conscripting them into an Innovation Council of the Innovationbed.Africa – we also use them to up-skill the up-coming generation of youth.
- Innovators also enjoy direct access to key and successful society.
- Stakeholders who constitute the research council, advise from time to time on best ways to direct our programmes and general ideas as they may best suit the Nigerian society.

Glossary



Glossary

Community	A group of people that comes together around a shared purpose or interest.
Digital Divide	The gap between demographics or regions that have access to modern information and communications technology and those that don't or have restricted access. Such technology can include the telephone, television, personal computers and the internet.
Digital Innovation	New ideas, methods, products or services that leverage online and technological advancements.
Digital Social Innovation (DSI)	An emerging field that lies at the intersection of three spheres: innovation, social and environmental problems, as well as digital technologies.
Ecosystem	A network of interconnected people or organisations where all stakeholders are committed to the shared well-being of the community. All forms of capital are valued, all costs are considered and transactions are transparent.
Egosystem	Network structured to satisfy shareholder wants and to privatise decision-making. Financial capital is valued above other contributions, costs are not fully disclosed and transactions lack transparency.
Influencer	Individuals or organisations that affect decisions, behaviours and actions of others.
Scout	To explore or obtain information about a certain topic.
Social Impact	A significant, positive change experienced within a pressing social issue. It is the effect on people and communities that happens as a result of an action, activity, project, programme or policy.

**Sustainable Development
Goals (SDGs)**

The blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, as well as peace and justice. The goals interconnect and in order to leave no one behind, it is important that we achieve each goal and target by 2030.

Trend

A change in behaviour, situation or activities in a group of people or at a location.

Trendscout

Individuals or groups who look out for top ideas, innovation or talent in a given locale based on their field of interest.

References & Acknowledgements



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