

#INTERNETPIZZAFRIDAY

**WHY WE SHOULD
ALL BE DIGITAL
RIGHTS
ADVOCATES**

iHub Research



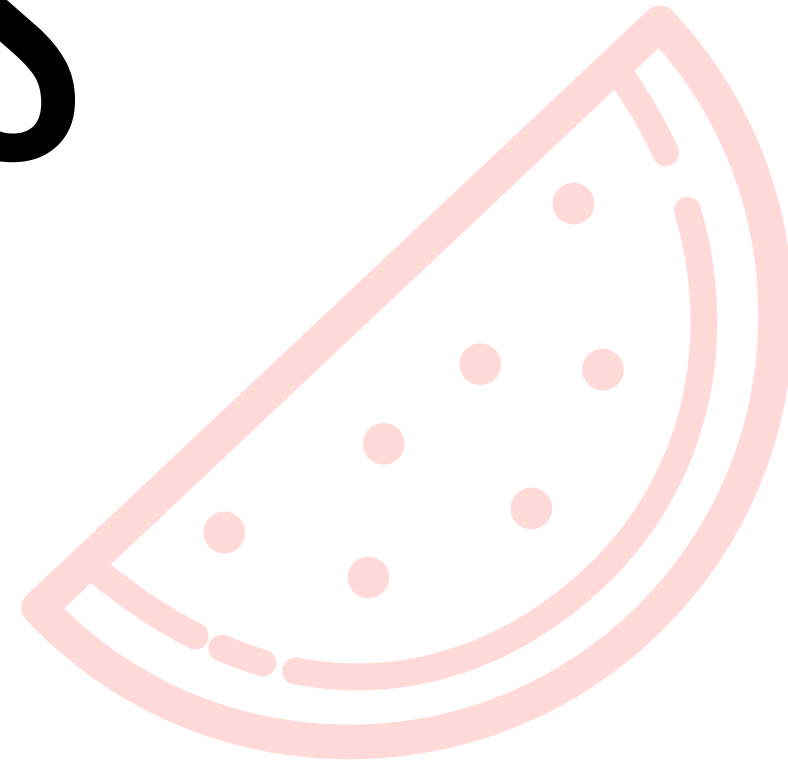
RE-IMAGINING GOVERNANCE THROUGH COLLABORATION

iHub Research in Uasin Gishu,
Kisumu and Mombasa County

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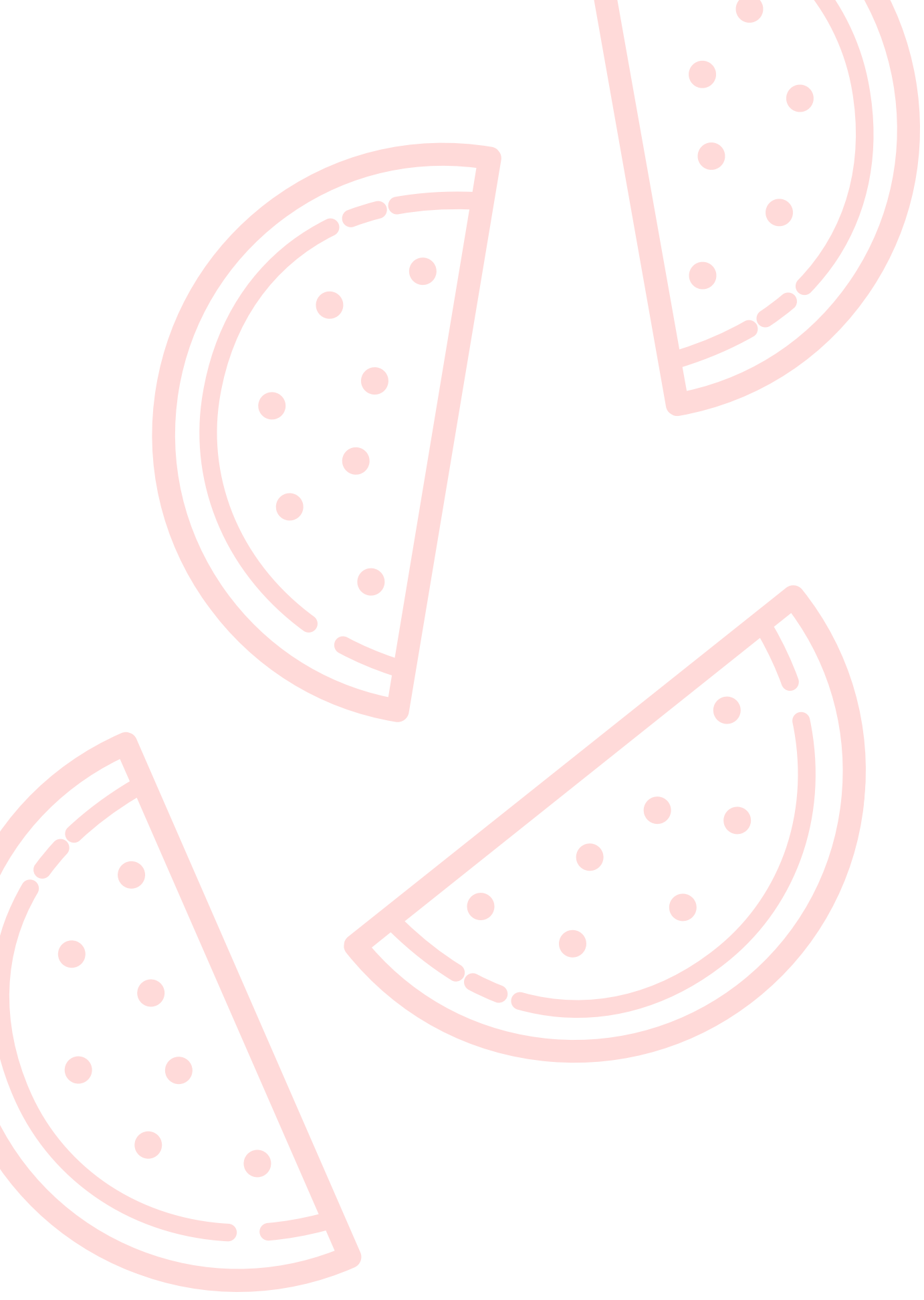
COMMUNITIES OF PRACTICE



Communities of practice are groups of people who share a **concern** or a **passion** for something they do and learn how to do it **better** as they interact regularly.

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WHY COMMUNITIES OF PRACTICE?

- they help drive strategy
- they solve problems quickly
- they transfer best practices
- they develop professional skills

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Findings?

- there exists a disconnect between county and citizens (technology, information sharing...)
- digital literacy is still lacking (or very minimal)
- high costs of access to the internet
- level of public participation is not ideal
- citizen apathy
- county defensiveness
- counties are investing in innovation centres
- counties are using technology to share information - social media, websites



In conclusion, the digital gap is still prevalent due to the cost of access and insufficient digital literacy!





What is Kenya's Internet Penetration Rate?

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How many entrepreneurs in the room rely on the internet, digital tools...technology to provide goods or service to their customers?





Is all internet access equal?

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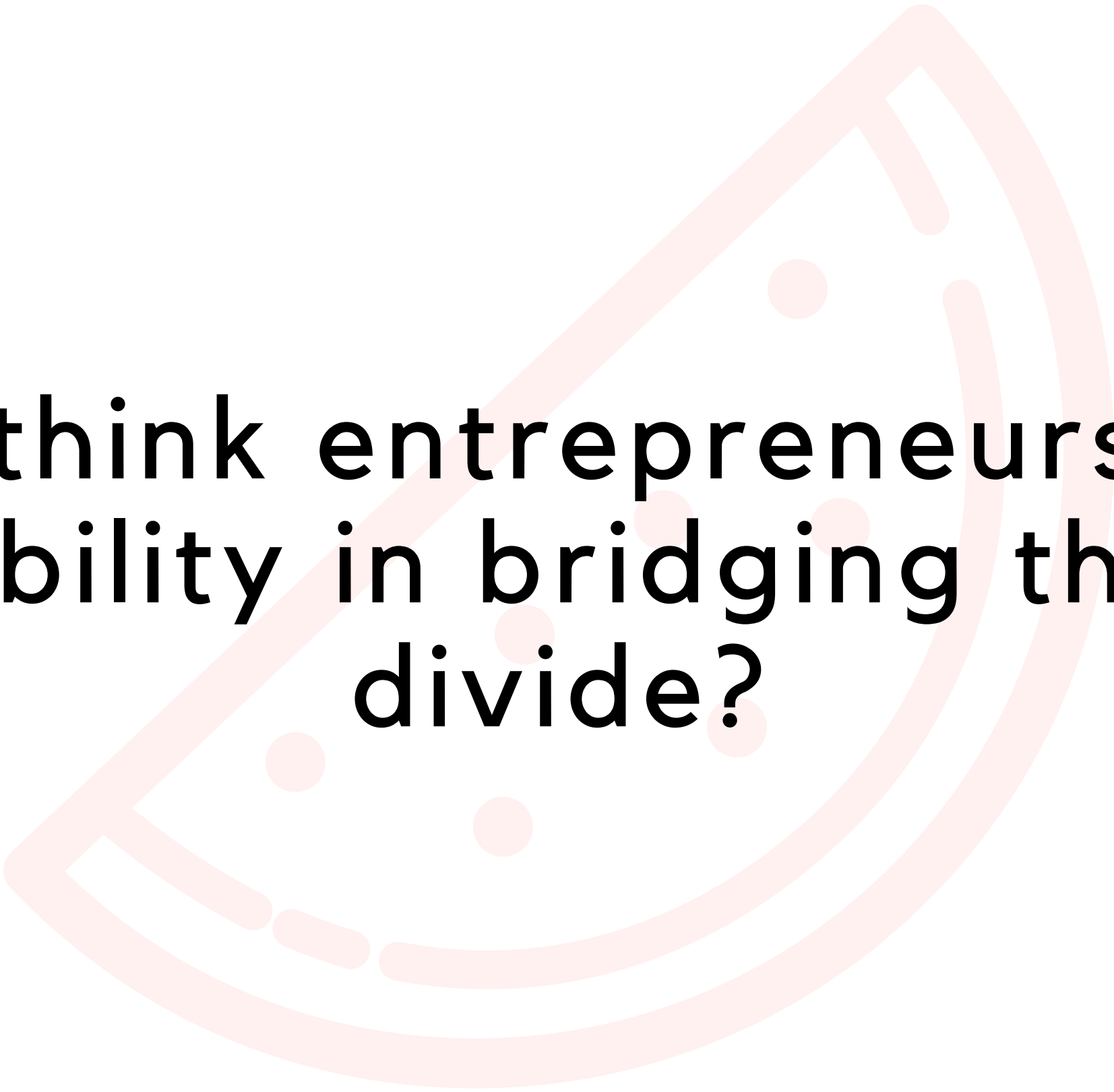




How (devices, platforms etc) do
your customers access your
product/service?

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Do you think entrepreneurs have a responsibility in bridging the digital divide?

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Do you think entrepreneurs have a responsibility in bridging the gender digital divide?

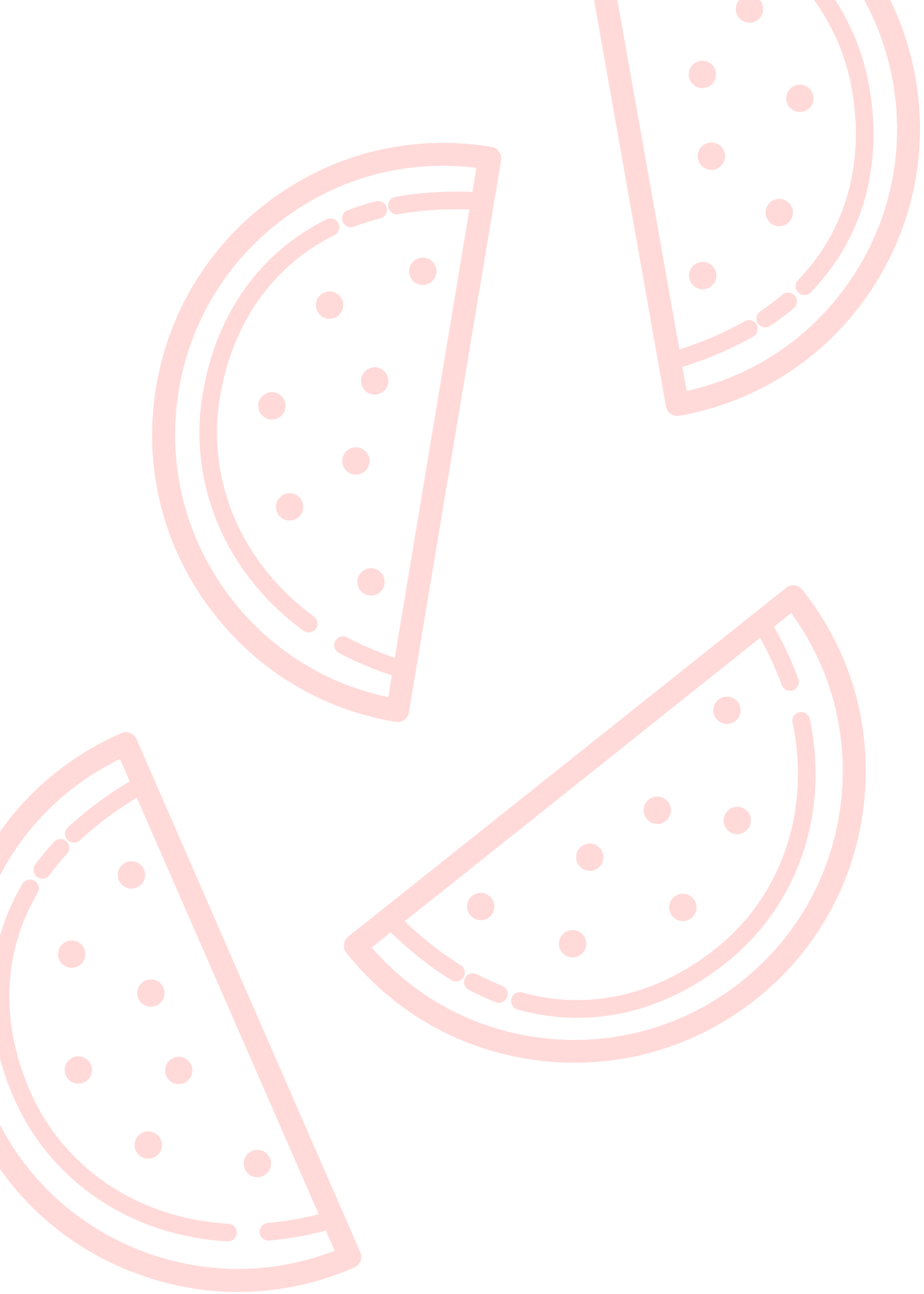




How do you do this? (how can we
do this?)

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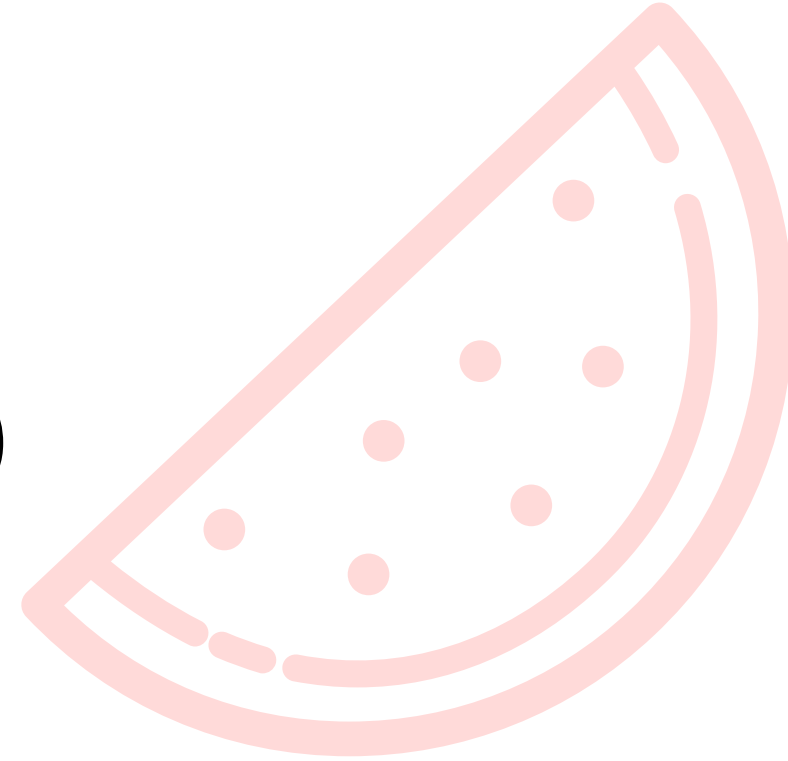
HOW?

- decreasing barriers to access (cost, devices)
- digital literacy

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WHAT ARE THE BENEFITS TO YOU?



Larger customer base that wholly understands your digital tools and can easier access your products/services.

More, happier customers

More successful sales, and probably repeat customers!

Less troubleshooting/customer support.

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THE END

THANK YOU!

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