Engaging stakeholders at the country program level on ICT4D solutions

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Strategies and talking points
Overview

• Learning from the DRC and Mali: Context
• Are we really speaking two different languages?
• Educating stakeholders on ICT4D solutions
  – Knowing what is “under the hood”
  – Appreciating stakeholder priorities
  – Demonstrating clear advantages
• Learning from the DRC & Mali: Strategies
  – Organizing learning events
  – Demonstrations
  – Documenting innovation
• Concluding remarks
Learning from the DRC and Mali
Convergence of inhibiting factors
Convergence of inhibiting factors

- Capacity as technology users
- Capacity as information users
- Perceptions of technology
- Operating environment: cellular coverage, electricity, dust and rain
- Larger environment is low tech to no tech
Fear of failure
Incomplete cost analysis
Incomplete cost analysis

• Time is money!
• Paper is free, no?
• Getting from A to B
• Quality is priceless, for everything else there is paper.
• Carbon footprints and thinking green.
### Are we really speaking two different languages?

<table>
<thead>
<tr>
<th>Stakeholder concerns and attitudes</th>
<th>Common ICT4D considerations</th>
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</thead>
<tbody>
<tr>
<td><strong>Impact/Efficiency:</strong> Is there really an added value to the quality of work?</td>
<td>Time Related Considerations</td>
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<tr>
<td><strong>Cost effectiveness:</strong> Benefit is only for the implementing organization</td>
<td>Financial Considerations</td>
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<tr>
<td><strong>Necessity:</strong> “Deluxe” toys that have no added value.</td>
<td>Financial Considerations</td>
</tr>
<tr>
<td><strong>Feasibility:</strong> How can technology be used in the absence of electricity?</td>
<td>Solution Feasibility</td>
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<td><strong>Data security:</strong> Data management will be a problem.</td>
<td>Solution Requirements (Feasibility)</td>
</tr>
<tr>
<td><strong>Appropriateness:</strong> Beneficiaries won’t be comfortable with the technology</td>
<td>Solution Feasibility</td>
</tr>
<tr>
<td><strong>Capacity:</strong> It hasn’t work with other organizations.</td>
<td>CP Experience, Human Capacity Considerations</td>
</tr>
</tbody>
</table>
Educating stakeholders on ICT4D solutions
Knowing what is “under the hood”

• Break it and put it back together

• Constructive acknowledgement of ICT4D solutions
  – No “one size fits all” solution
  – A single ICT4D solution cannot fix ALL problems
  – If it remains a problem to an ICT4D solution, it was probably already a problem
  – Altering our view of reality

• Know where to find technical answers and support
  – No one knows everything about every solution
  – Everyone starts out not knowing the answers
  – Get your hands dirty
Appreciating donor priorities

- **Impact:** Doing things better
- **Cost effectiveness:** Documenting real costs
- **Necessity:** Demonstrating efficiency and effectiveness
- **Feasibility:** Acknowledging challenges and presenting solutions
- **Data security:** Learning the basics around data management
- **Appropriateness:** Conducting monitoring activities such as beneficiary interviews
- **Capacity:** Highlighting experience (i.e. brag)
Learning from the DRC and Mali
Organizing learning events for stakeholders

• Approach building the capacity of stakeholders (i.e. donors and government agencies) to understand and appreciate the value added of an ICT4D solution
  – Witness, experience and exchange ideas
  – Identify the decision-makers v. the advisors
  – Toys v. tools
  – Keeping it real
  – Be creative
Carry out demonstrations

• Good solutions speak for themselves
• Show stakeholders what is “under the hood”
• Stakeholders are curious
• Speak to donor priorities and interests
• Back each solution up with a relevant tested experience
Demonstrating clear advantages

- Experiencing the field: Let the technology speak for itself
- Documenting differences between paper and technology
Documenting the difference

• Experience and the results of proven solutions
• Highlighting value added along priorities
• Hard data and observational evidence working hand in hand
• Effective use of numbers
• An image is worth 1,000 words
Concluding remarks

• Know your audience
• Know your product
• Educate your audience
• Demonstrate results
increasing IMPACT through innovation

Thank you
Questions?