

Unlocking a Single Digital Market in Africa



► *The New Story of Africa*



6 of the 10 fastest growing economies are in Africa



5 of the top 10 reformers on the World Bank Ease of Doing Business index are in Africa

Africa: A High-Growth Market

- 1.4B people (2022) → 2.5B (2050)
- Young, urban population with vast unmet needs driving growth.



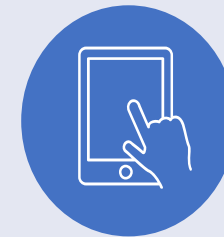
Africa's Tech Boom

- \$4.8B in startup funding (2021)
- 5+ new unicorns emerging alongside vast untapped resources.



Digital Growth in Africa:

- Rapid adoption of digital and mobile technologies
- 601M internet users (43.1% penetration) as of Dec 2021
- Leading global position in mobile money adoption



Source: McKinsey Company - AFRICA'S BUSINESS REVOLUTION, Rethinking the story of business in Africa, and GSMA

► Why we need a single digital market in Africa ?

Africa's Internet economy to reach **US\$180B** by 2025

Fastest growing urban, mobile population

Market size:

1.4B

people in 2019

2.5B

people in 2050



Digital Connectivity

(2019): **40%** of African population online

Urbanization Forecast (2025):

45% of the African population in urban areas

Youth:

70%

under the age of 30

Who will benefit from a single digital market?



PEOPLE:

- Trade seamlessly across all African nations.
- Draw investment from African and global investors to boost growth and employment.
- Leverage technology to enhance citizens' quality of life.



BUSINESS:

- Access to 1.3B consumer market
- Equal platform for business growth, innovation and competition

► *However, challenges remain to unlock this potential...*

- 50+ countries with digital laws and regulations
- Limited cross-border infrastructure, heavy reliance on non-African systems
- Fragmented national digital markets lack continental scale
- Low digital literacy (8% average in measured countries)



18%

Intra-Africa trade represents approx. **18%** of African exports



69%

Intra-European trade represents approx. **69%** of European exports

➤ *Smart Africa's mandate is to unlock Africa's potential through a Single Digital Market...*



Vision:
..To Transform Africa into a Single Digital Market by 2030..

Mission:
..To drive Africa's digital transformation agenda through a *bold and innovative multi-stakeholder approach*..

➤ A mandate given by 7 Heads of States on 29th October 2013



The Smart Africa Manifesto

Endorsed by Heads of State and Government in Kigali on 29th October 2013

Smart Africa Manifesto Principles

1. To put ICT at the center of national socio-economic development agenda
2. To improve access to ICT especially Broadband
3. To improve accountability, efficiency and openness through ICT
4. To put the Private Sector First
5. To leverage ICT to promote sustainable development

Endorsed by the AU in January 2014

The Alliance has grown to 40 member countries representing over 1.1 Billion people

MEMBER STATES

- Algeria
- Angola
- Benin
- Burkina Faso
- Burundi
- Cameroon
- Cape Verde
- Central African Republic
- Chad
- Comoros
- Congo
- DR Congo
- Côte d'Ivoire
- Djibouti
- Egypt
- Eswatini
- Gabon
- Ghana
- Guinea

The **Kingdom of Eswatini, the Islands of Comores, and the Republic of Central Africa** are the latest members to join the Alliance. Ongoing efforts are underway to attract more member countries into the Smart Africa Alliance. **The 1 Billion milestone was reached in 2023.**

- Kenya
- Madagascar
- Malawi
- Mali
- Mauritania
- Morocco
- Niger



► And equally, Partners & Private Sector Members

Platinum Members



Gold Members



Silver Members



SMEs and Start ups



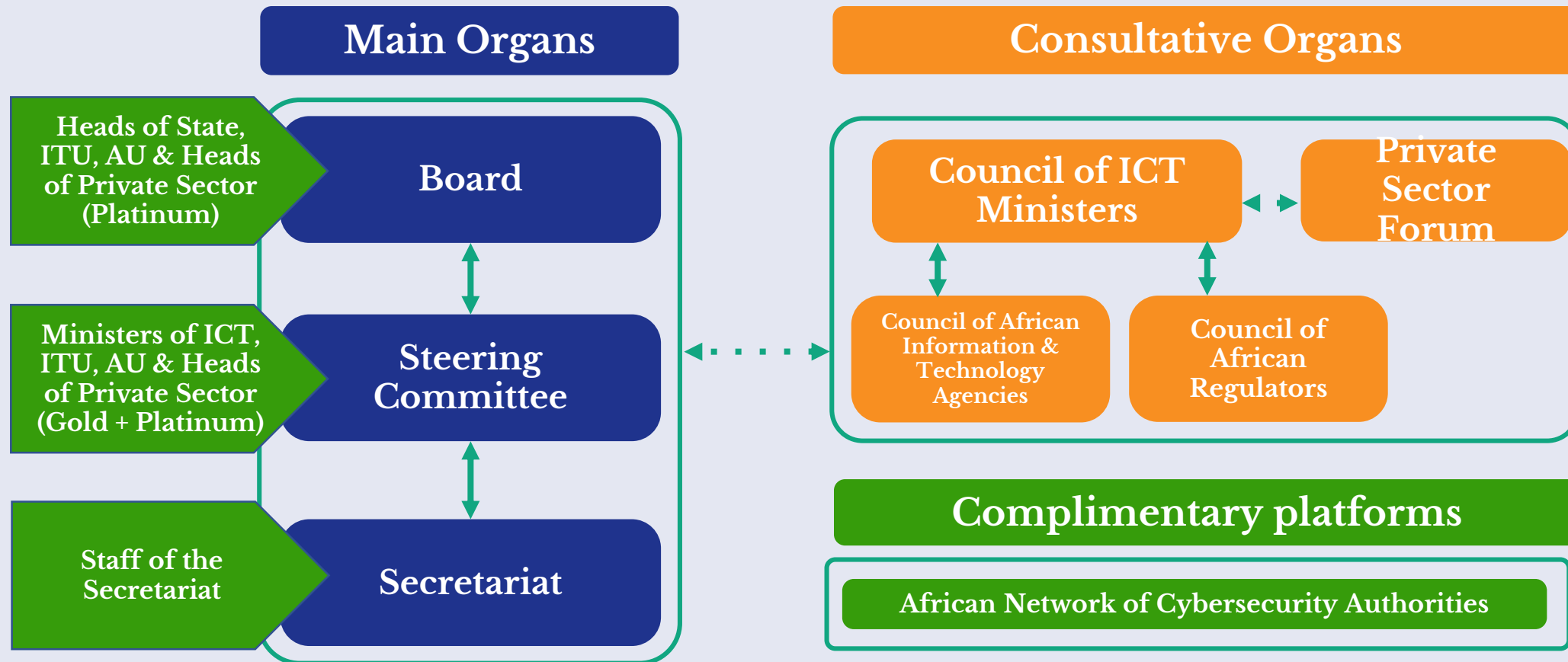
Academia Partners



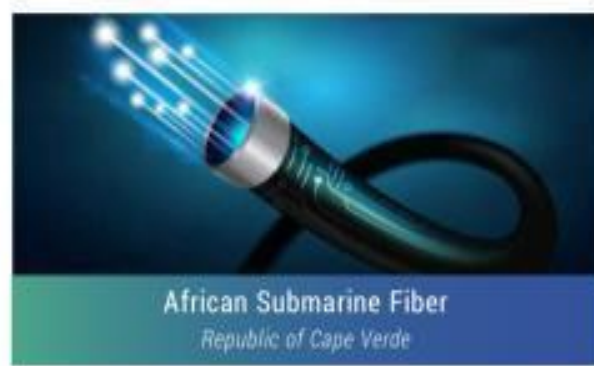
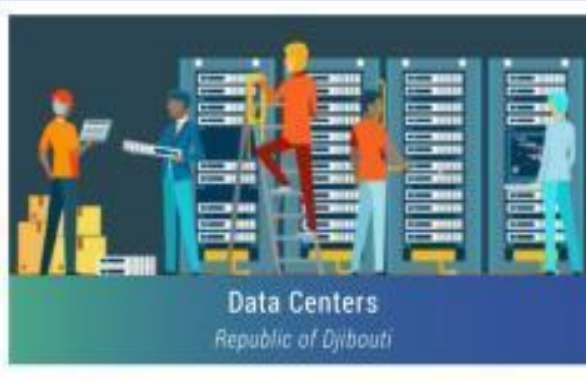
International NPOs



➤ *The agility lies in its Governance Structure adapted to agile transformation*



► An agility where each Member Country champions **Flagship Projects**



► Country Flagship Projects continued

Entrepreneurship, Youth Innovation and Job Creation
Republic of Mali

SMART Villages
Republic of Niger

Big Data & Data Measurement for Development
Republic of Uganda

Start-Up and Innovation Ecosystems
Republic of Tunisia

SMART Cities & Smart Energy/Electricity for 125 million families
Republic of Rwanda

Africa Digital Literacy
Republic of South Sudan

4th Industrial Revolution: Innovation & AI
Republic of South Africa

E-Agriculture
Republic of Zimbabwe

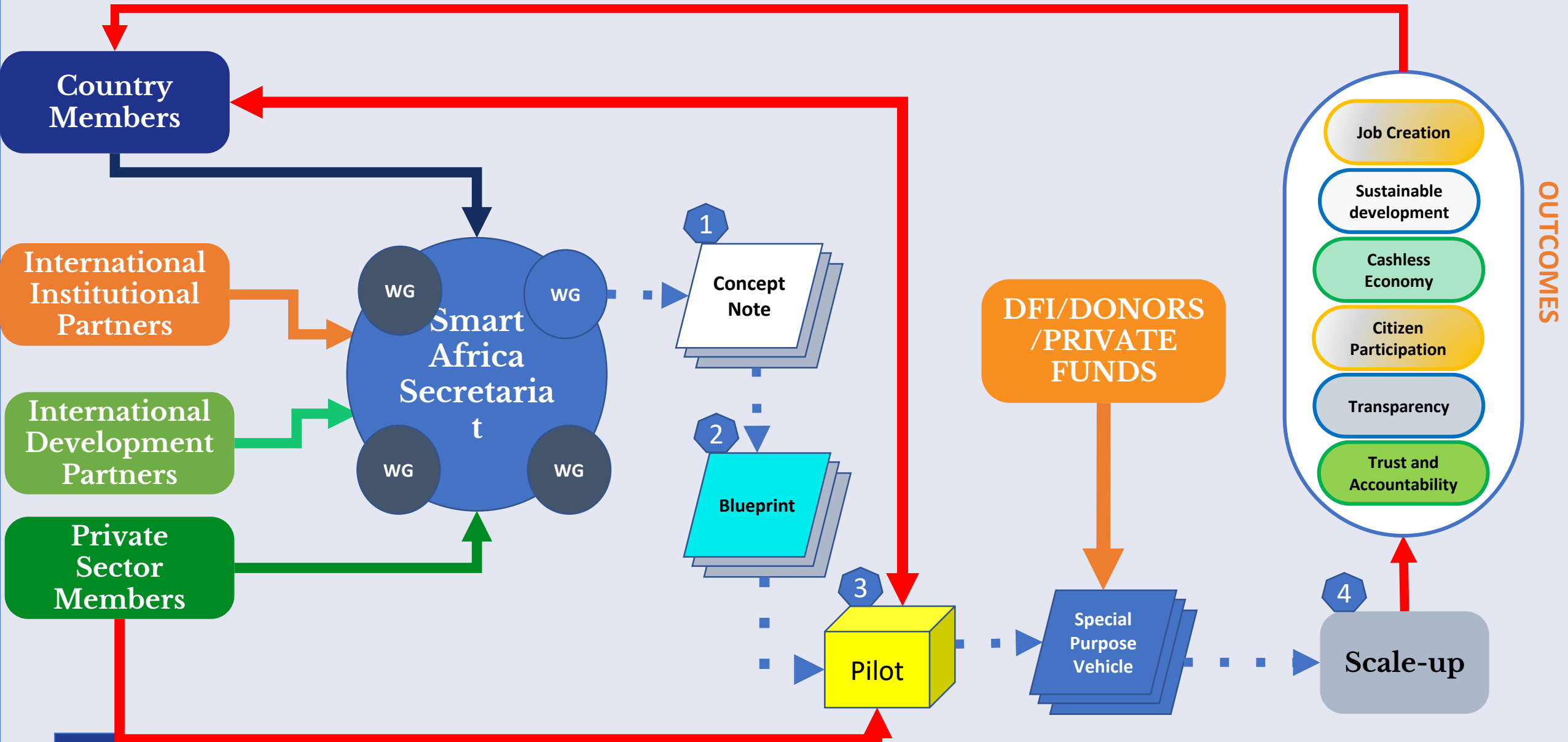
Access (Broadband) & Green Economy
Republic of Senegal

SMART Energy and Blue Economy
Republic of Togo

FUTURE POTENTIAL FLAGSHIP PROJECTS

- Smart Tax policy & Systems
- E-Health
- E-Education
- e-Tourism
- Content/ Apps development
- Virtual Reality
- E-Immigration
- E-Customs
- Internet of Things
- Digital Libraries
- Youth Talent Development
- African Satellite Communications
- Academy of Science and Technology for Africa (ASTA)
- Emerging Technologies
- And many more...

➤ *..and the pragmatism lies in its bold and innovative approach*



Smart Africa Triennial Strategy 2023-2025

Smart Africa Triennial Strategy 2023-2025 empowers its 4 programs.

Smart Africa mission statement

Drive Africa's digital transformation through a bold and innovative multi-stakeholder approach

Smart Africa strategic objectives

Build resilient and sustainable digital Infrastructure for Africa

Drive agile policy and regulatory harmonization to attract investment to the African digital landscape

Leverage technology to accelerate the inclusive uptake of digital public goods and services across Africa

Smart Africa programs

Sustainable & inclusive digital infrastructure

Digital Empowerment and Capacity Building

Digital Transformation and Services

Smart Africa Digital Acceleration Program for Member States

Action Plan 2023-2025

Program 1: Sustainable & inclusive digital infrastructure (CONNECT)

Program	1. Sustainable & inclusive digital infrastructure (CONNECT)		
Sub-programs	1.1 Resilient digital infrastructures	1.2 Inclusive connectivity	1.3 Data and Security Infrastructure & Governance
	Smart Africa Continental Backbone	Smart Broadband 2025	Cybersecurity
	One Africa Network (OAN)	Bulk Capacity Market Place	Internet Governance
Projects	Cloud & Green (Regional) Data Centers	Smart Community Connect (Affordability for the unconnected)	Data Economy Flagship
	Digital Infrastructure Financing strategy	GIGA Schools Connectivity	

Legend:

Concept

Blueprint

Pilot/POC

Scale-Up

Action Plan 2023-2025

Program 2: Digital Empowerment and Capacity Building (INNOVATE)

Program

2. Digital Empowerment and Capacity Building (INNOVATE)

Sub-programs

2.1 Smart Africa Digital Academy (SADA)

2.2 Digital Skills and Empowerment

Projects

SADA – Digital Literacy for all

SADA – Capacity Building for Decision Makers*

Smart Africa Scholarship Fund

SADA – STEAM Advocacy

SADA National Digital Academies

Mainstreaming ICT in Education

SADA for Youth and Entrepreneurs

SADA Tools Development

Smart Women and Girls

SADA – IT Advanced training and certification

Legend:

Concept

Blueprint

Pilot/POC

Scale-Up

Action Plan 2023-2025

Program 3: Digital Transformation and Services (TRANSFORM)

Program

3. Digital Transformation and Services (TRANSFORM)

Sub-programs

3.1 Digital Trade & Services

3.2 Technology driven Entrepreneurship

Projects

Data Exchange / Smart Africa Trust Alliance (SATA)

Start-up Legal Framework Development

Digital Identity

Start-ups Ecosystem Development

E-Payments

Start-up Capital Development

E-Commerce

Digital Health

Legend:

Concept

Blueprint

Pilot/POC

Scale-Up

Action Plan 2023-2025

Program 4: Smart Africa Digital Acceleration for Members States

Smart Africa Digital Acceleration Program for African members States

Sub-programs

Core elements

Agile Policies & Regulations development

Innovative Strategies development Support

National Tech. advisory & Capacity support

National Project Implementation Support

Emerging Technology Adoption

Enabling components

Digital Economy Index, Data & Statistics

Digital Public Goods

Communication, Outreach/Engagement,
Knowledge, and Information Sharing

Legend:

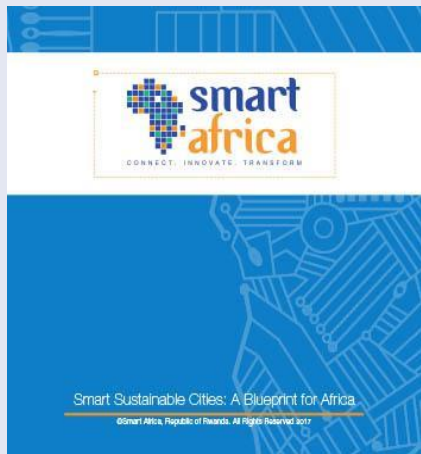
Concept

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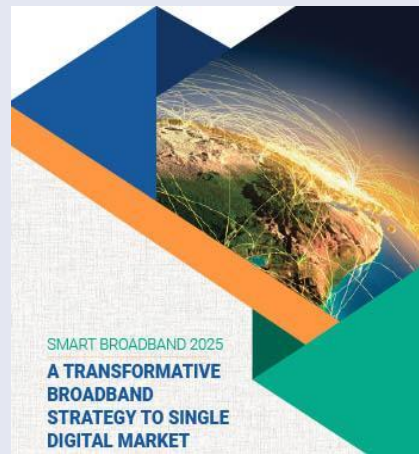
► *Example of Blueprints: Delivered and Ready to Pilot*



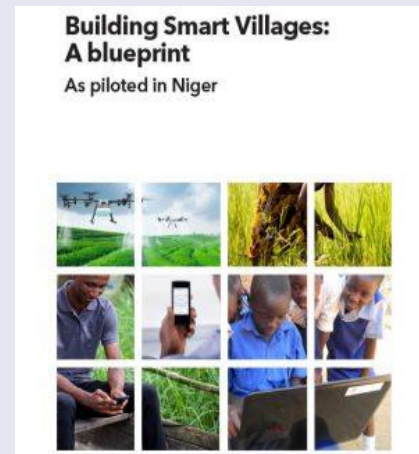
Smart Cities



ICT Start-Ups



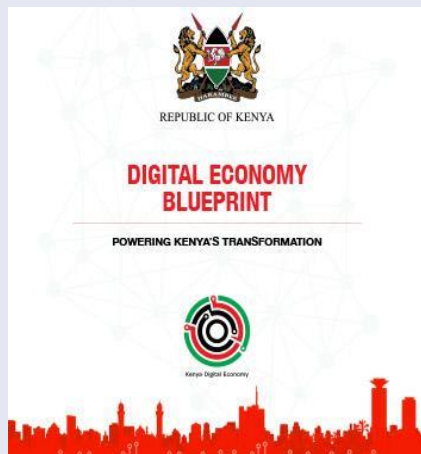
Broadband



Smart Villages



Digital Identity



Digital Economy



Digital Payments



ICT Skills



AgriTech



Artificial Intelligence

➤ *Example of Pilot: Smart Africa Trust Alliance (SATA) and Digital ID*



Digital Identity

Meeting with ANIP (National Personal Identification Agency) on SATA Digital ID pilot project in Benin



Location:
Cotonou, Benin

Meeting with the Minister of Digital Economy and Digital Transformation, Cina Lawson, and ANID of Togo



Location:
Lomé, Togo

The SDGs met are #1, #3, #4, #5, #8, #9, #10, #11, #13, #16 and #17.



Benin, Ghana, Rwanda, Sénégal, Tunisie, Togo

► **Example of Pilot:** Momentum grows as 14 member states have officially signed the SATA Declaration to date.



SATA Declaration Signature Ceremony during TAS2023



Key Focus:

To establish trust and interoperability across Africa's digital markets

Current Status:

- ✓ 14 Countries have joined SATA since 2023.
- ✓ 2 Blueprints published, with 2 more in the final stages.
- ✓ Pilot use cases for interoperable platforms are under development.
- ✓ Regular knowledge-sharing activities are conducted with stakeholders.

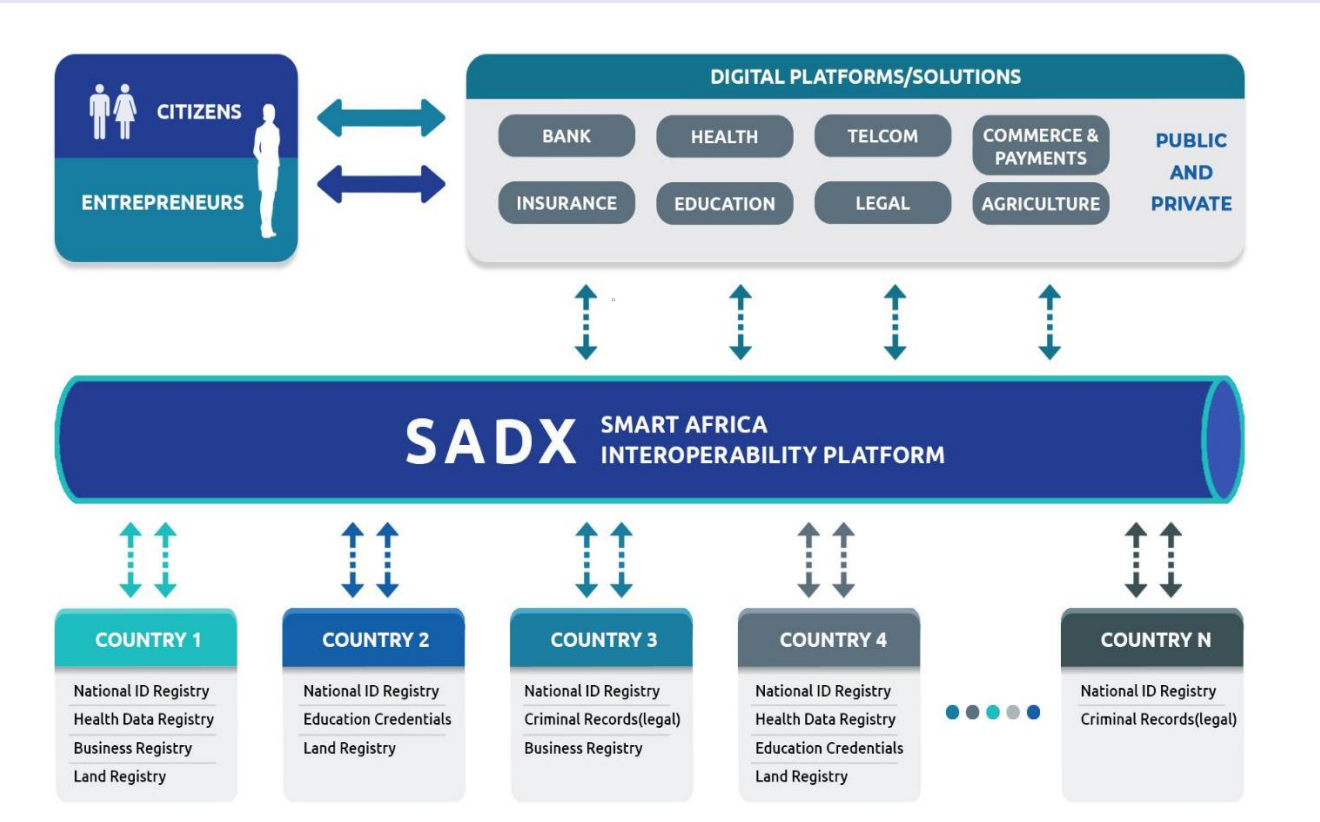
➤ *Example of Pilot: The Smart Africa Data Exchange (SADX) is an enabling tool for SATA to connect Africa's digital markets*

Challenges to Africa's Single Digital Market

Smart Africa Data Exchange Platform (SADX)

Benefits of SADX

- 01** Limited access to digital services and goods across African countries
- 02** Difficulty working and traveling between African countries
- 03** Fragmented regulations limit trade, business growth and job creation
- 04** Inconsistent standards and trust issues discourage the use of digital platforms



- 01** Digital services and products available across African borders, boosting business opportunities
- 02** Simplified bureaucracy for businesses and citizens, increasing cross-border activities
- 03** Enhanced opportunities for jobs, innovation and entrepreneurship
- 04** Safer and more reliable digital service experiences

► Example of Scale-up: Smart Africa Digital Academy (SADA)

SADA IMPACT PILOT PHASE

2020 – 2023



• **13 National SADA (active) implementation:**
Benin, Burkina Faso, Cote d'Ivoire, Congo B, Djibouti, Ghana, Kenya, Sierra Leone, Rwanda

• **05 Youth Chapters successfully launched:**
Cote d'Ivoire, Congo B, The Gambia, Sierra Leone, Malawi



7900+ Policy and Decision makers, public workforce, regulators and **2000+** youth trained



35 out of 40 African countries impacted



More than **60** Partners engaged

CBDM

5100+ policy makers trained

Digital Experts

13 Train the Trainers sessions that benefited **900+** in Advanced ICT Skills

Youth & Entrepreneurs

2000+ youth (50% female) trained in emerging technologies, Digital literacy, advanced topics, Certificate courses

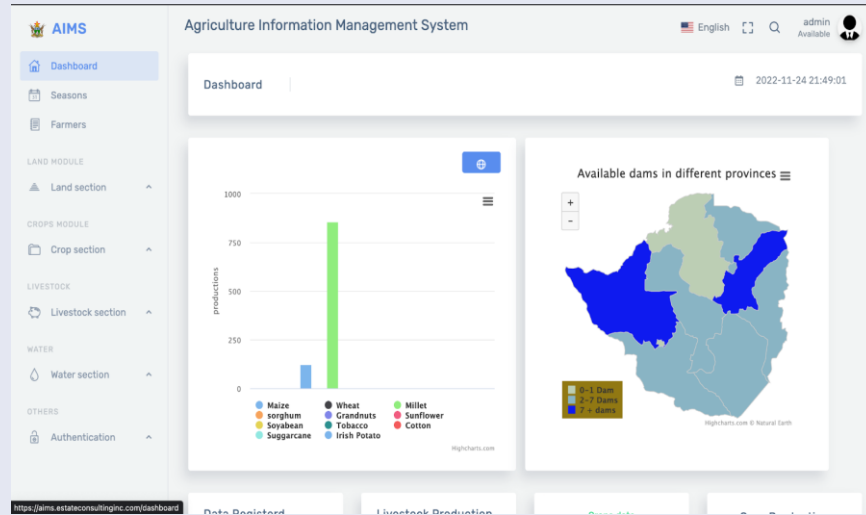
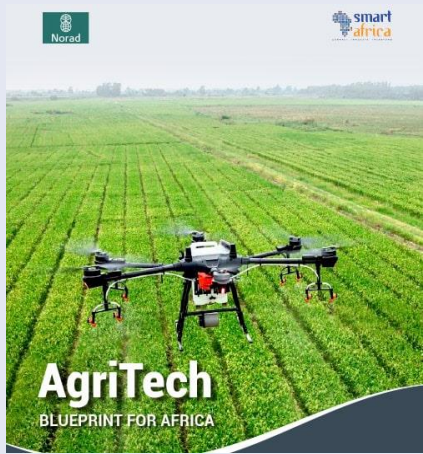
Digital Consumer Skills

Developed an African Digital Literacy framework and curriculum

SADA E-Learning

1900+ enrolled for SADA E-learning through SADA Platform, Coursera

➤ Example of Pilot: AgriTech in Zimbabwe



“Africa has enormous potential to feed itself and eliminate hunger and food insecurity, transforming into a major player in domestic and global food markets, fulfilling Agenda 2063 goals and Sustainable Development Goals.”

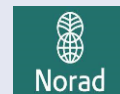
President of Zimbabwe’s testimony on the importance of e-Agriculture (Smart Africa Board, 10 November 2021)

AgriTech Continental Blueprint

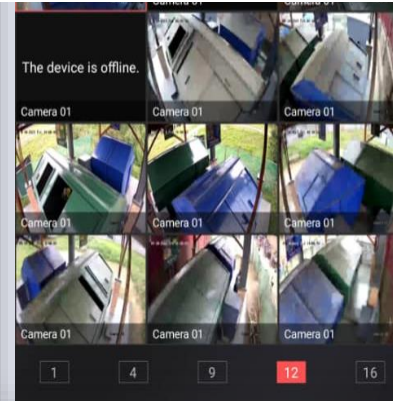
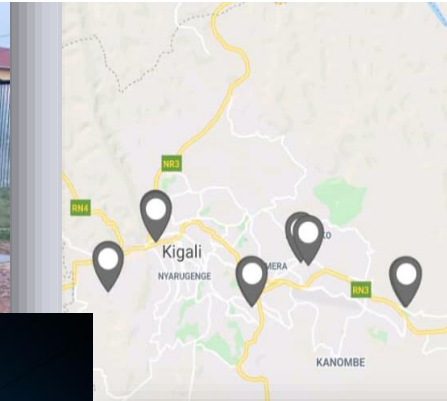
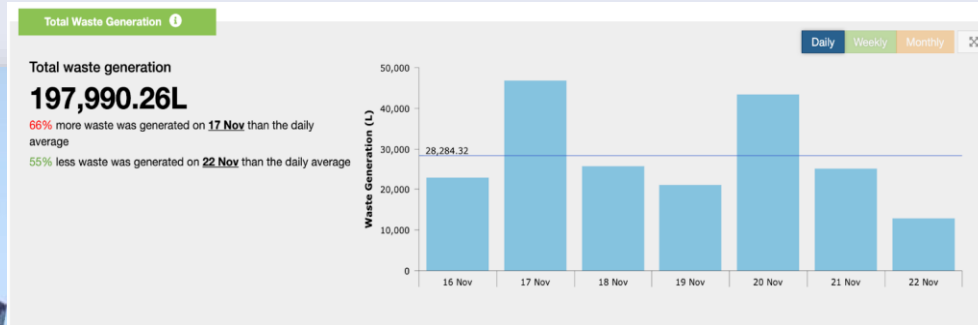
Agriculture Information Management System (AIMS)



Launch of AIMS (November 25, 2022)

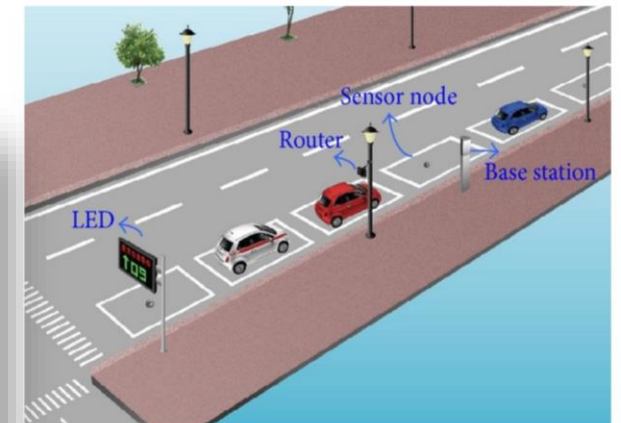


➤ Example of Pilot: Smart Cities: Delivered and ready to Scale-up

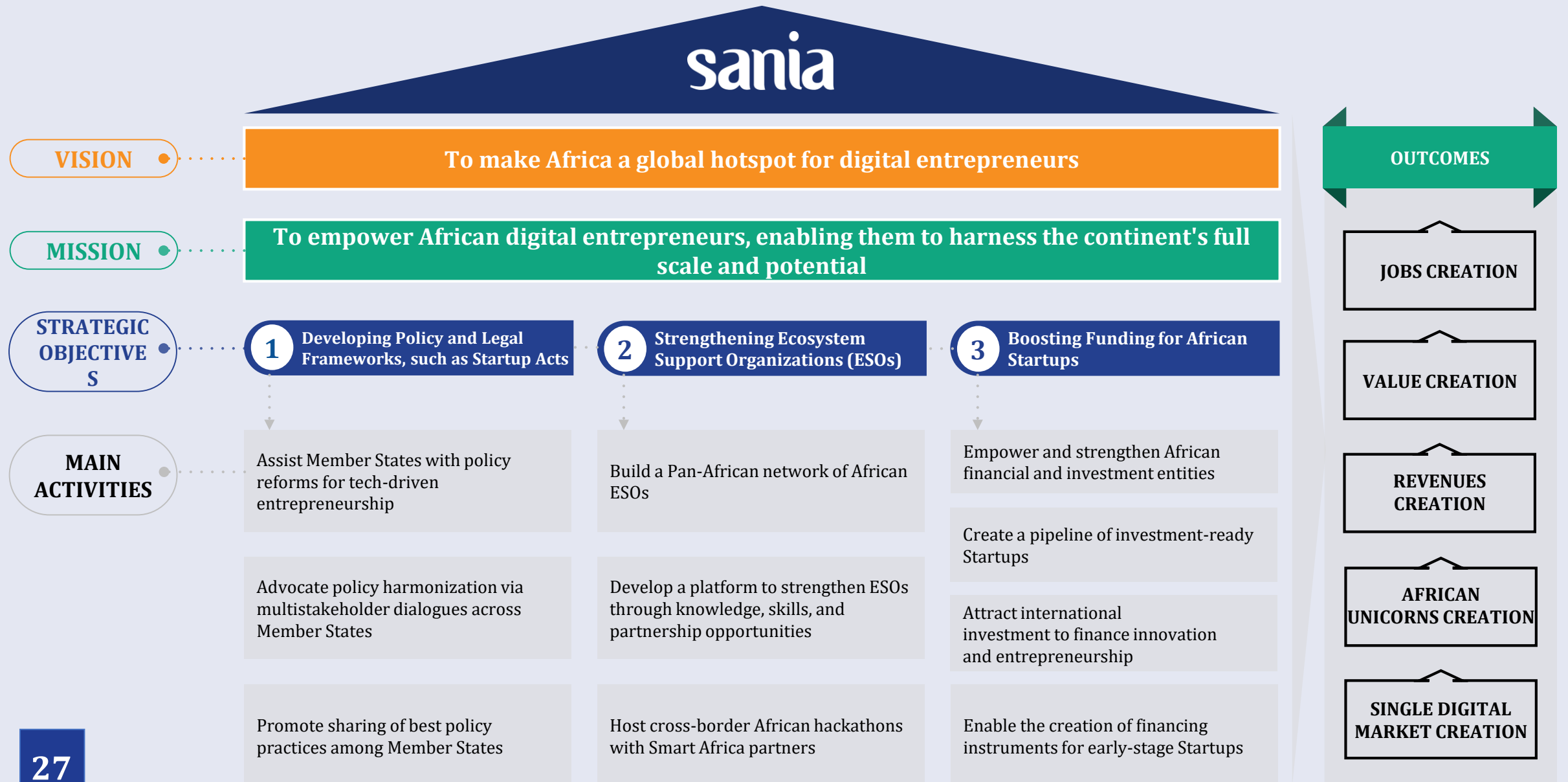


CONCEPT NOTE

SMART PARKING SOLUTION IN THE CITY OF KIGALI PILOT PROJECT



➤ *Example of Pilot: SANIA is the vehicle for implementing the Tech-Driven Entrepreneurship program*



► *Example of Pilot: Start-up Act: Operational Toolkit for the development of pro-startups policies in Africa*



Objectives of the toolkit

This toolkit will be Smart Africa's main support tool for member States and beyond for the development of their pro- ICT startups policies and frameworks

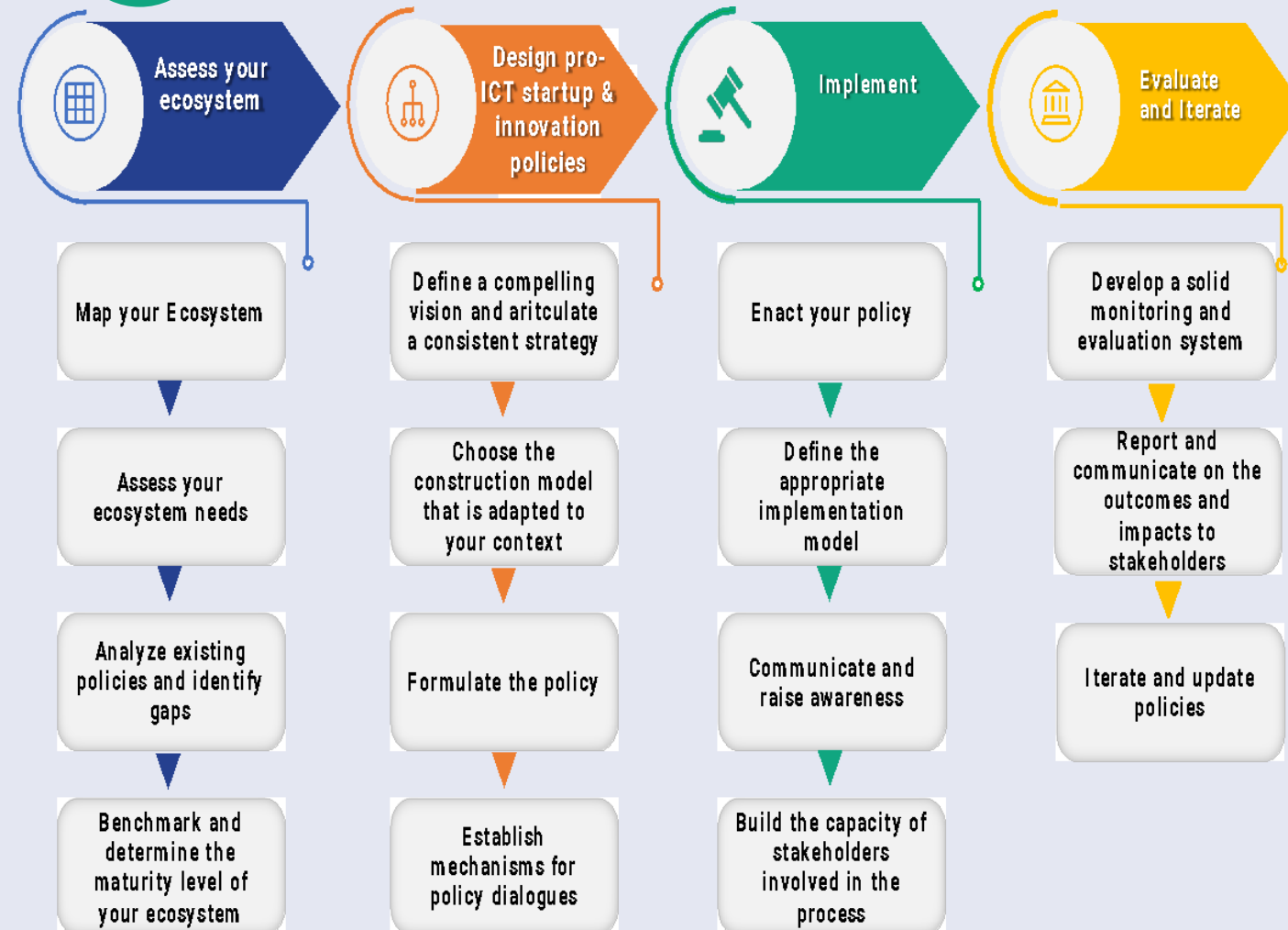


Participatory approach for the elaboration of the toolkit

- *Championed by **Tunisia** and **Rwanda***
- ***20 Member States** participated in the consultation workshops*
- *A **technical working group** composed of **experts across the continent** was set-up to provide inputs and recommendations on the toolkit and build on the work already done by major actors in the continent in this field*



Follows the four-phases journey



➤ *Example of Scale-up: The BLOC Smart Africa Fund*

First closing of €10 million into the catalytic tranche



Leading to the investment in **five (5) African Startups**



€300,000

Agri-Tech



€437,000

Smart Cities



€300,000

Insure-Tech



Waspito

€500,000

Health-Tech



€652,000

Health-Tech



► *Example of Scale-up: Scholarship Fund*

THE SMART AFRICA **SCHOLARSHIP FUND**

Launched in 2015 during the second Transform Africa Summit, the Smart Africa Scholarship Fund supports African students from Member States pursuing degrees and certifications at recognized ICT centers of excellence throughout Africa.

OBJECIVES OF THE FUND

- Bridge the skills and talents gap in Africa
- Reduce the digital divide between Member States
- Promote meritocracy and gender equality
- Establish a co-financed fund with targeted partners



“We’ve used aid to build capacities so we won’t need aid in future”

*H.E Paul Kagame, President of the Republic of Rwanda
and Chairman of the Smart Africa Board*

► *IMPACT of Scholarship Fund*

THE IMPACT OF THE FUND



FUNDS RAISED

- \$1.6M from Member states & strategic partners



BENEFICIARIES ORIGINS

- 14 African countries



ABOUT THE SCHOLARS

- 82 Graduates have secured jobs/self-employed
- 5 students currently pursuing their MBA



GENDER ASPECT

- 40% of women beneficiaries of the SASF





**Digital transformation is
first of all a
transformation of
minds”**

Thank you.



Website: www.smartafrica.org | Twitter: [RealSmartAfrica](https://twitter.com/RealSmartAfrica) | Email: info@smartafrica.org