

The Community Opportunity

CBN@web4dev

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Who is CBN & who am I?

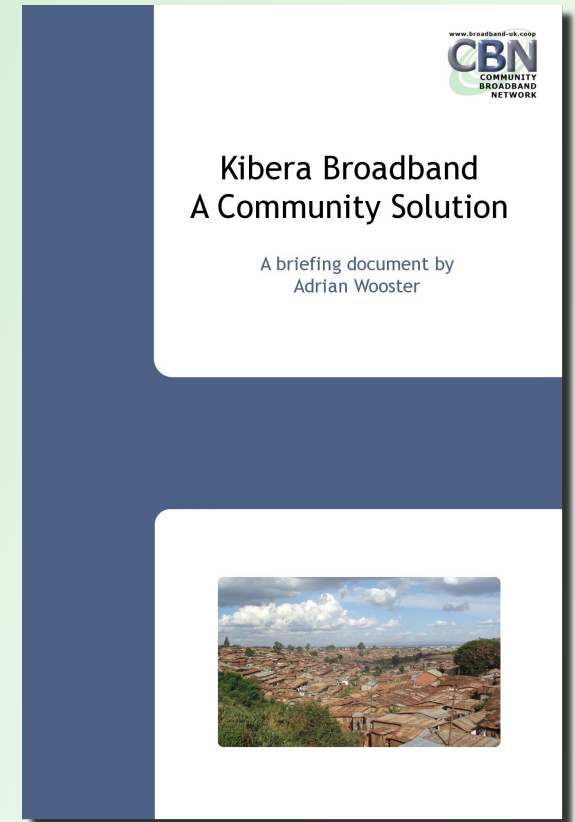
- ◎ Founded in 2004 by UK Government
 - ↳ Some support from Cisco
- ◎ Giving communities a stake in their digital future
 - ↳ Technology is used as a tool to achieve local goals
- ◎ Development & support for community technology projects
 - ↳ In the UK these are typically very rural areas or regeneration zones of cities
 - ↳ Internationally we focus on development work

Agenda

- ◎ Me talking
 - ↳ Occasionally making wild statements!
 - ↳ You challenging and asking questions!
- ◎ Us debating

The International Challenge

- ◎ 1 billion people reside in slums
- ◎ Urbanisation is too fast for infrastructure delivery
- ◎ The economic divide with the host city becomes entrenched, widening the disparity
- ◎ Attempts to leapfrog to a knowledge economy may further entrench the divide
 - ↳ But this is the opportunity!



Kenya Big Picture

- ◎ Kenya is becoming a knowledge economy
 - ↳ Its well positioned to be the technology hub for northern Sub-Saharan Africa
 - ↳ International fibre is coming*
- ◎ Urbanisation has put massive pressure on the cities
 - ↳ Informal settlement populations have trebled in last 15 years
 - ↳ Traditional infrastructure methods cannot keep up with this pace!

* Not a panacea but an important step

Kenya Big Picture

- ◎ Knowledge economies are great opportunities for everyone to prosper
- ◎ New ideas can come from anywhere
- ◎ Traditional barriers don't exist
 - ↳ So long as people aren't digitally excluded
- ◎ Kenya needs to mobilise all its people if it is to benefit from this shift
 - ↳ With 70% in the slums, this is where the opportunity lies!
 - ↳ And where digital exclusion is most prevalent

Kibera Example

- ⊙ Exchanges for the same population:
 - ↳ Manchester 10 exchanges
 - ↳ London 20
 - ↳ Kibera 0
- ⊙ Until a model can be developed to deliver local infrastructure, slums will become ever more digitally excluded!
- ⊙ If only a small niche of the population are digitally engaged no country can become a knowledge economy

The Opportunity

- ◎ New infrastructure models
 - ↳ Not replication of inappropriate ones
- ◎ Embrace the opportunity for everyone
 - ↳ Capture the economic and social benefit locally
 - ↳ Chip away at domestic economic divides

Co-operative Effort

© Co-operative structures

- ↳ Retain the economic benefits for their members
- ↳ Democratic strategy & control
- ↳ Encourage a longer term view
- ↳ Environmentally and socially sustainable ethos



Rochdale Principles

★ *Voluntary & open membership*

Community broadband membership should be open to any local organisation seeking broadband connectivity

★ *Democratic member control*

All members will have the opportunity to nominate and elect the board, and will be encouraged to participate in the organisation's strategic processes

★ *Members' economic co-operation*

A proportion of a project's surplus is typically returned to members in the form of a dividend

★ *Autonomy & Independence*

While a project will need to raise seed funding, and may from time to time develop other contractual relationships, these will be done on terms that ensure democratic control by members

★ *Education, Training & Information*

A core role of any project is to enhance and develop education delivery, as well as increase members' ability to use technology effectively and to build local expertise. Further, the community may elect to reserve a proportion of their project's surplus to fund educational projects

★ *Cooperation Among Cooperatives*

CBN acts as a secondary cooperative, encouraging mutual cooperation and shared learning among projects

★ *Concern for Community*

Any project will have little impact if it fails to focus on the wider community. Only in doing this will a project continue to be sustainable

7-pillars

- ★ *A Viable business model*
- ★ *An "us feeling"*
- ★ *A set of basic services*
- ★ *Additional local services*
- ★ *Community communication*
- ★ *Customer care*
- ★ *A quality network*

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“Us feeling”



“Us feeling”



A family business

- ◎ Communities can benefit from family business thinking
 - ↳ Think through the challenges
 - ↳ Gain consensus for areas of improvement & change
 - ↳ Define projects to take you there
- ◎ Only then, look to IT to help you make the journey easier, cheaper, or more interesting
 - ↳ A community technology plan has to come from within and will be unique
 - ↳ Community involvement is essential for sustainability

Testing the water

- ◎ Initially acting as the technology neutral analysts
- ◎ Workshops to engage in community debate
- ◎ Identify linkages between agendas
- ◎ Draw consensus on priorities
- ◎ Support with market research
- ◎ We follow-up with a technology plan which exploits linkages and helps overcome challenges

The Local Approach

◎ Top-down

- ↳ Ensure processes are there to identify opportunities
- ↳ Engage authorities at all levels

◎ Bottom-up

- ↳ Identify local skills and opportunities
- ↳ Develop a gap analysis
- ↳ Assist and mentor the initial delivery

The Local Approach

- ◎ Handover to the community
 - ↳ Leave a sustainable social enterprise
 - ↳ Create local jobs, build local capacity
- ◎ Link to other projects
 - ↳ Develop a sustainable support and development network
 - ↳ Grow and share local specialisms
- ◎ Encourage evangelism
 - ↳ Share the benefit with your neighbours!

Kibera



- © The local visionary Kicoshep
- © The stakeholders Clinics, churches, schools
- © The local need Education, VCT
- © The goals Co-ordination, information, etc
- © The seed services Internet café & training,
Community portal,
Wireless network



Kibera



Stephen
Kicoshep Librarian
ICT Trainer

- ⊙ Local people will run the project
- ⊙ External support will only advice and guide
- ⊙ Over the next three years we plan to build 10 sustainable social enterprises

In summary

- ◎ New models are needed to capture economic & social benefit locally
 - ↳ A replicable & scalable methodology
 - ↳ Implicit capacity building
- ◎ Local ICT projects need to engage the community to be sustainable
 - ↳ Capture the “us feeling”
- ◎ Technology is only useful if it serves a purpose
 - ↳ Unique set of local services based on local needs

Over to you

- ⊙ Questions, comments, critique
- ⊙ Partners, help, support?
- ⊙ Projects, experiences

Thank you

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