

Introduction to the dimensions of digitalisation

Module 1.2: Key Actors

Key Actors

With the digital transformation..

- actors and roles are shifting
- cooperation between different actors is often multilateral and can span from global to regional, national and local levels
- many actors follow their own agendas.

PRIVATE SECTOR

**POLITICAL
ACTORS**

**RESEARCH
INSTITUTIONS**

CIVIL SOCIETY

STARTUP-ECOSYSTEMS



Key Actors - Private Sector

Data-driven allrounder



Google, Amazon, Microsoft, Facebook and **IBM** transformed into multipurpose data-driven allrounders shaping the future.

Value: Provide free tools and services across different work sectors and act as potential partners.

Others: SAP, Baidu | Vodafone, Safricom → **Telecommunication companies** (**GSMA** is their trade body) and **Internet Service Providers** are important actors on a national level



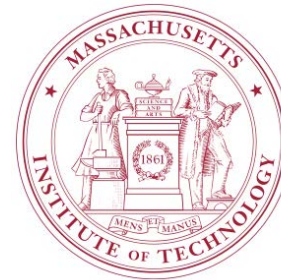
Key Actors - Research Institutions

Measuring the digital transformation I

McKinsey
&Company

KPMG

Deloitte.



EY
Building a better
working world

Consultancies like **McKinsey**, **E&Y**, **Deloitte** and **KPMG**; **Universities** like **MIT** and **Think Tanks** research how the digital transformation is impacting society, economy and politics.

Value: Many reports and case studies are published online and provide insights in how digitalisation is shaping the world.

Key Actors - Research Institutions

Measuring the digital transformation II



Example:
World Development
Report 2016 –
Digital Dividends



Global development banks like **World Bank** or **ADB**; Regional dev. banks like **East African Development Bank** and international Organisations like **OECD** research how the digital transformation is impacting the society, economy and politics.

Value: Many reports, toolkits and case studies are published online and provide insights in how digitalisation is shaping the world.

Key Actors - Startup Ecosystems

Innovation empowerment



Global networks are essential key actors that spur (grass-roots) innovation and thereby often find local solutions for global challenges. **Startup Ecosystems** can provide the supporting **infrastructure** to do so.

Value: Harnessing innovation sometimes even on a grassroots level and therefore providing the appropriate infrastructure: **networks, capital, tools** (3D-Printers in Fab Labs)

Key Actors - Civil Society

Typing for the people!



Actors like the **World Wide Web Foundation**, **Alliance for Affordable Internet**, **Internet Society**, **Net Hope** and **Open Knowledge Foundation** tackle global „digital“ challenges from a user perspective and on a global, regional and national scale.

Value: Privacy, access, open and free internet, gender divide, democracy and human rights need the same attention like taxation, regulation and digital economy. These NGOs provide case studies, advocacy and in-depth reports



Key Actors - Political Actors

Setting the Agenda - International



International actors like the **ITU**, **Broadband Commission for Sustainable Development** and the **World Intellectual Property Organization** tackle challenges including infrastructure, property rights, international policy frameworks and standard setting. **ICANN** coordinates the Internet's system including IP addresses. The UN established a **High-level Panel on Digital Cooperation** to advance cooperation on Digital Cooperation, and through agencies like **UNCTAD** provide support to countries in the area of digital economy.

Value: In-depth reports and indices (ICT4Development Index), highlevel conferences including ICT4D Conference, agenda/policy setting.

Key Actors - Political Actors

Setting the Agenda - National



National Ministry of
Communication



National Ministry of
Infrastructure

National political actors are the **National Ministry of Communication**, **National Ministry of Infrastructure** and **visionary processes** and stakeholder linked to them (like Rwanda Vision 2020)

Value: First hand information on telecommunication and telecommunication infrastructure in respective context, can provide open data, can provide overview of other actors e.g. digital economy, startup hubs etc.