

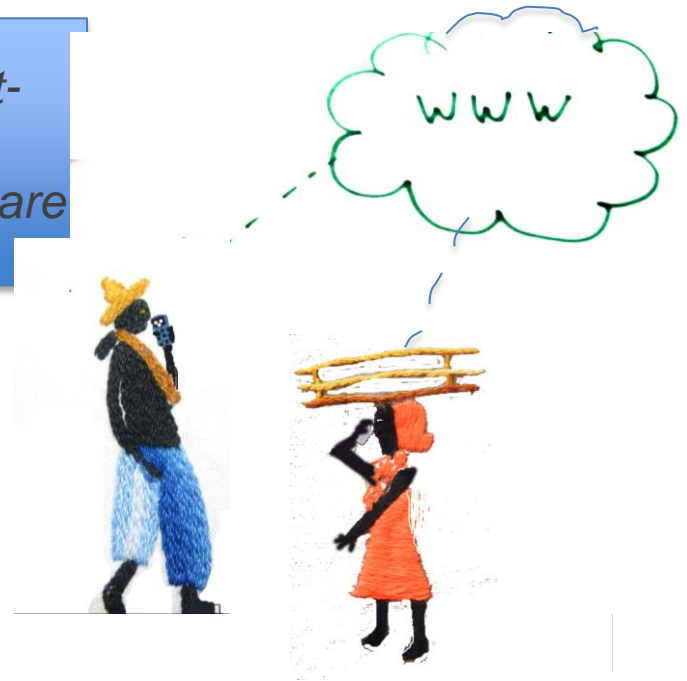


The Web of Voices

Anna Bon, Victor de Boer, Nana Baah Gyan,
Chris van Aart, Wendelien Tuyp,
Stephane Boyera, Mary Allen,
Amadou Tangara, Hans Akkermans

VOice-based Community-cEntric mobile Services for social development

“...people-centred, *inclusive* and development-oriented **Information Society** so that people everywhere can create, access, utilize and share information and knowledge...”





Partners:



Science & technology institutes



Industry



Civil society

EU-Africa research collaboration

Who are the local stakeholders?

People who are currently excluded from the information society :
...very low incomes; low levels of literacy, many different languages spoken, no internet access, no computers, no electricity...

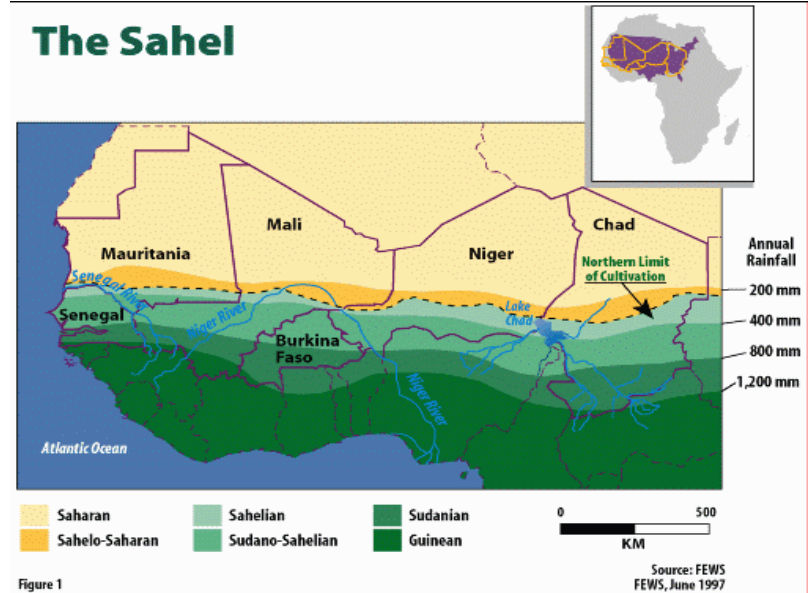


Where ?

subsistence farming in the Sahel
African Regreening



But it can in principle be applied
anywhere...

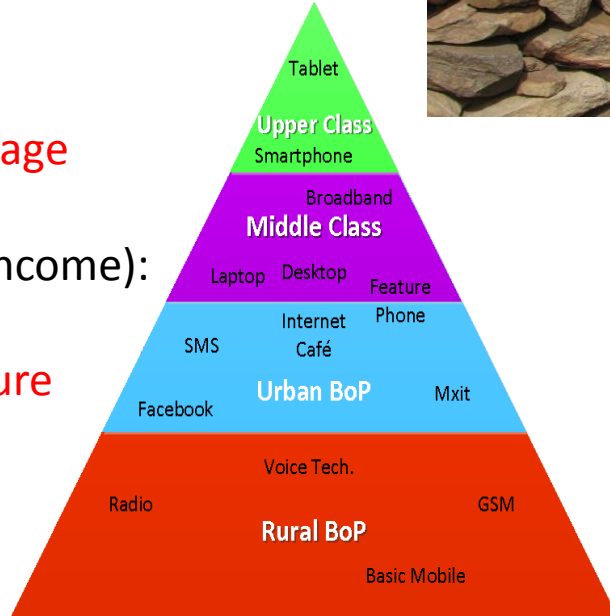


Access barriers

Infrastructure (low-tech):
Radio, GSM

Communication:
Speech, local language

Affordability (low-income):
Open source
Existing infrastructure
Local eco-systems

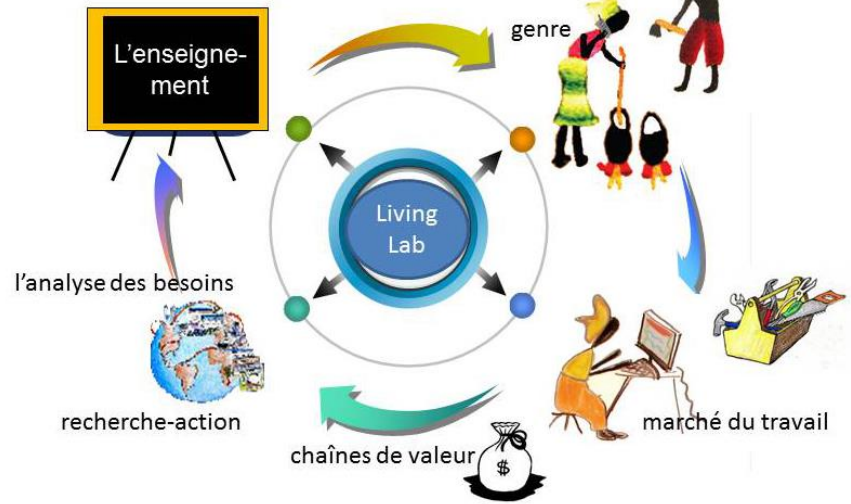


How to leverage relevant local content ?

- Community-centric approach; end-user involvement
- Living labs methodology
- Development informed by extensive fieldwork
- Several cycles of development

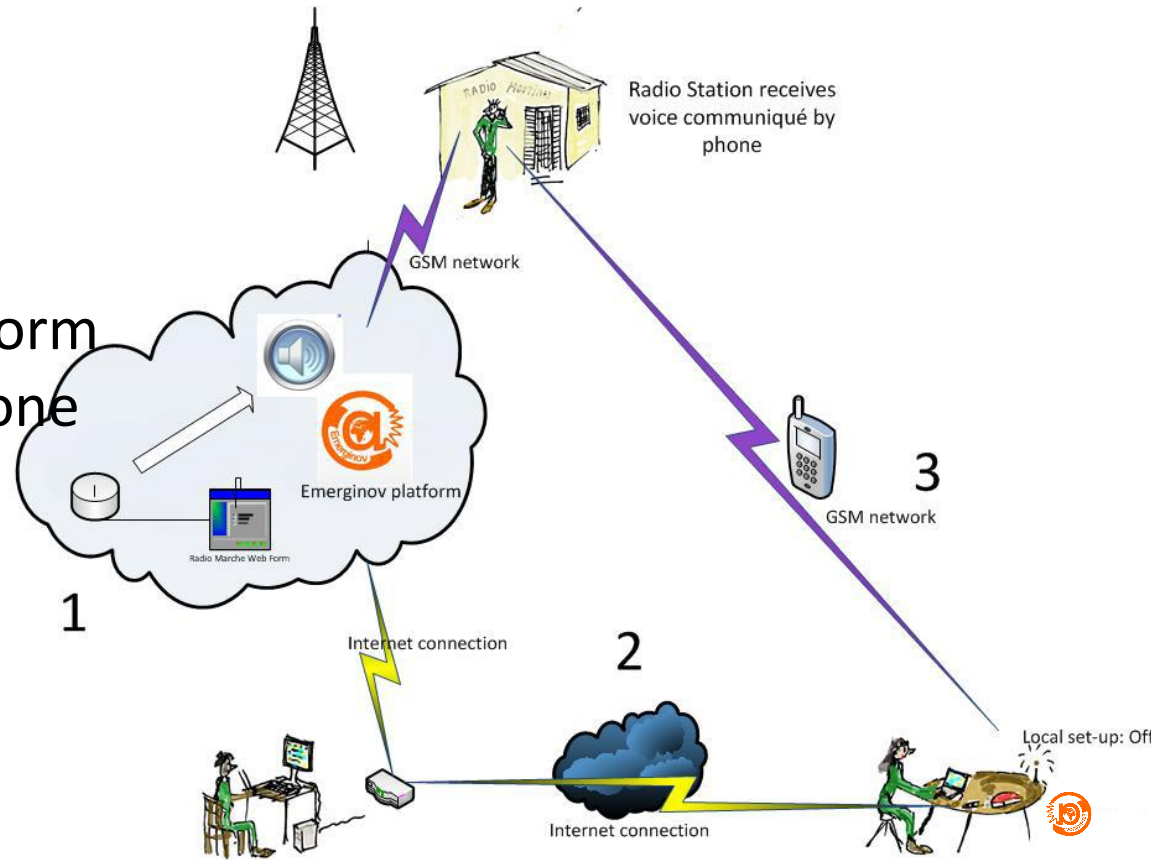


Living labs



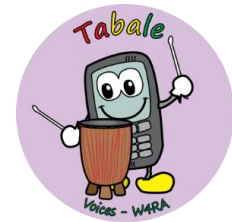
VOICES products 1

Open and wider access:
Open source voice-web platform
Integration mobile/radio/phone
Toolbox for developers



VOICES products 2

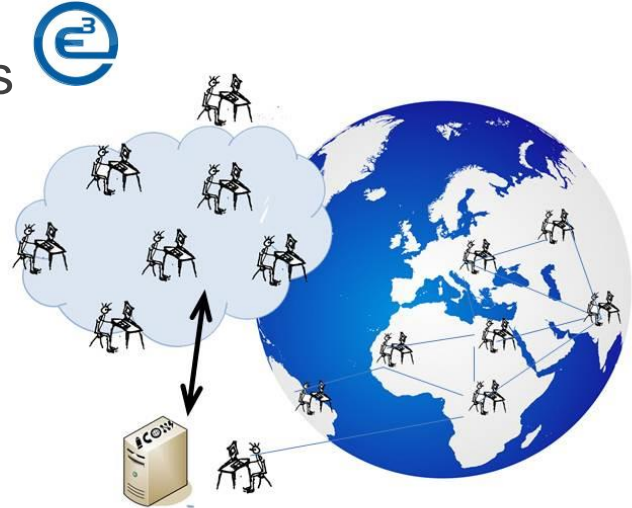
- RadioMarché: voice-based market information system for farmers in the Tominian area
- Foroba Blon, radio/voice-based information for village reporters and citizen journalism
- Tabale, voice-based group message system in local languages



How to scale up and ensure sustainability ?

EU-African research collaboration in ICT4D

- **Partnerships** Involve real end-users local entrepreneurs and stakeholders, academic partners, industry partners
- **Open source** software
- **Local business/value** webs
- **Scale up** -> community of developers



A few user testimonials:

- “My sales of **honey** has doubled to 200 liters by the introduction of **RadioMarché**” Zakary Diarra, Bokuy-Monkoina, Mali
- “Thanks to **RadioMarché** we, the women who produce **shea butter**, are known throughout the country, and whenever there is a demand for shea nuts they will come to me”, Naomi Dembelé, Sira, Mali
- “If there is something we really needed, it’s **Foroba Blon**”, Adama Tessougué, small rural radio station Sikidolo, Konobougou, Mali



To be continued...



Thank you !