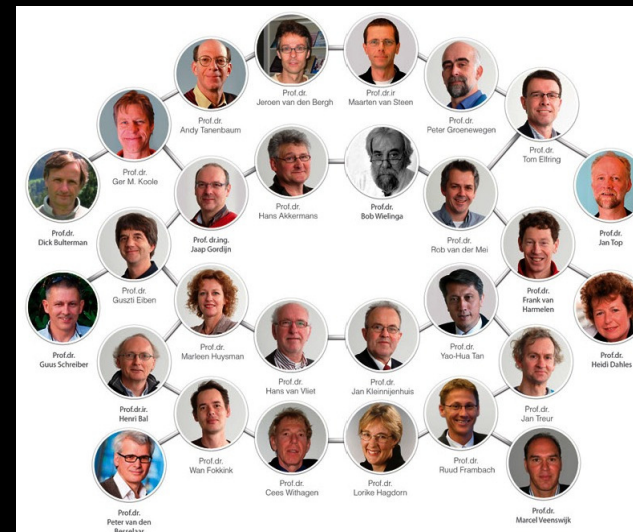


**Voice-based mobile services
to support
local
African community building**

**Chris
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ICT/Computer Science,
Social Sciences
Business, Marketing,
Cultural Studies







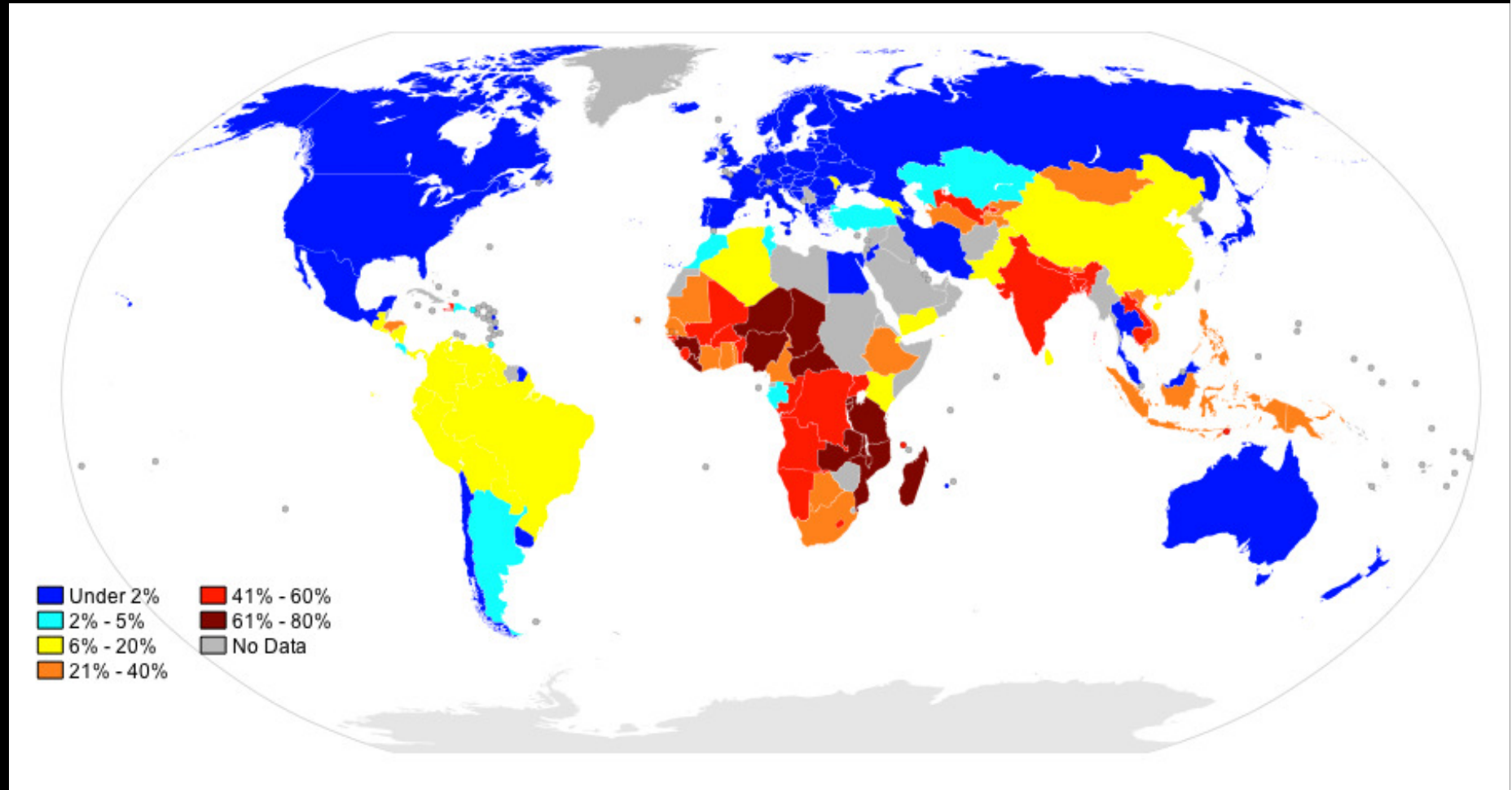




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Vadim Onishchenko - www.wildlife-photo.org



Percent of population living on less than \$1.25 per day



“Five billion people are on the web on mobile devices, the dominant device will be the smart phone rather than the laptop.”



Mobile cellular penetration in the developing world has reached 70% at the end of 2010 – 6 years after reaching 70% in the developed world

-

“The foremost World Wide Web challenge is to connect the 4.5 billion now internet-less people to the Web.”

Tim Bernes-Lee (inventor of the web)



Let's have a look!

Can the Web (be made to) mean something for knowledge sharing even under very constraining conditions?

No internet, no computer, no electricity
Multitude of languages, levels of literacy

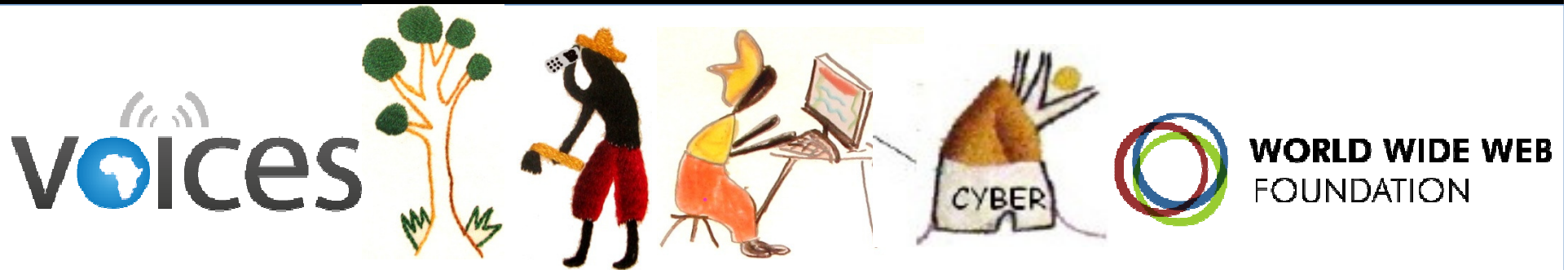


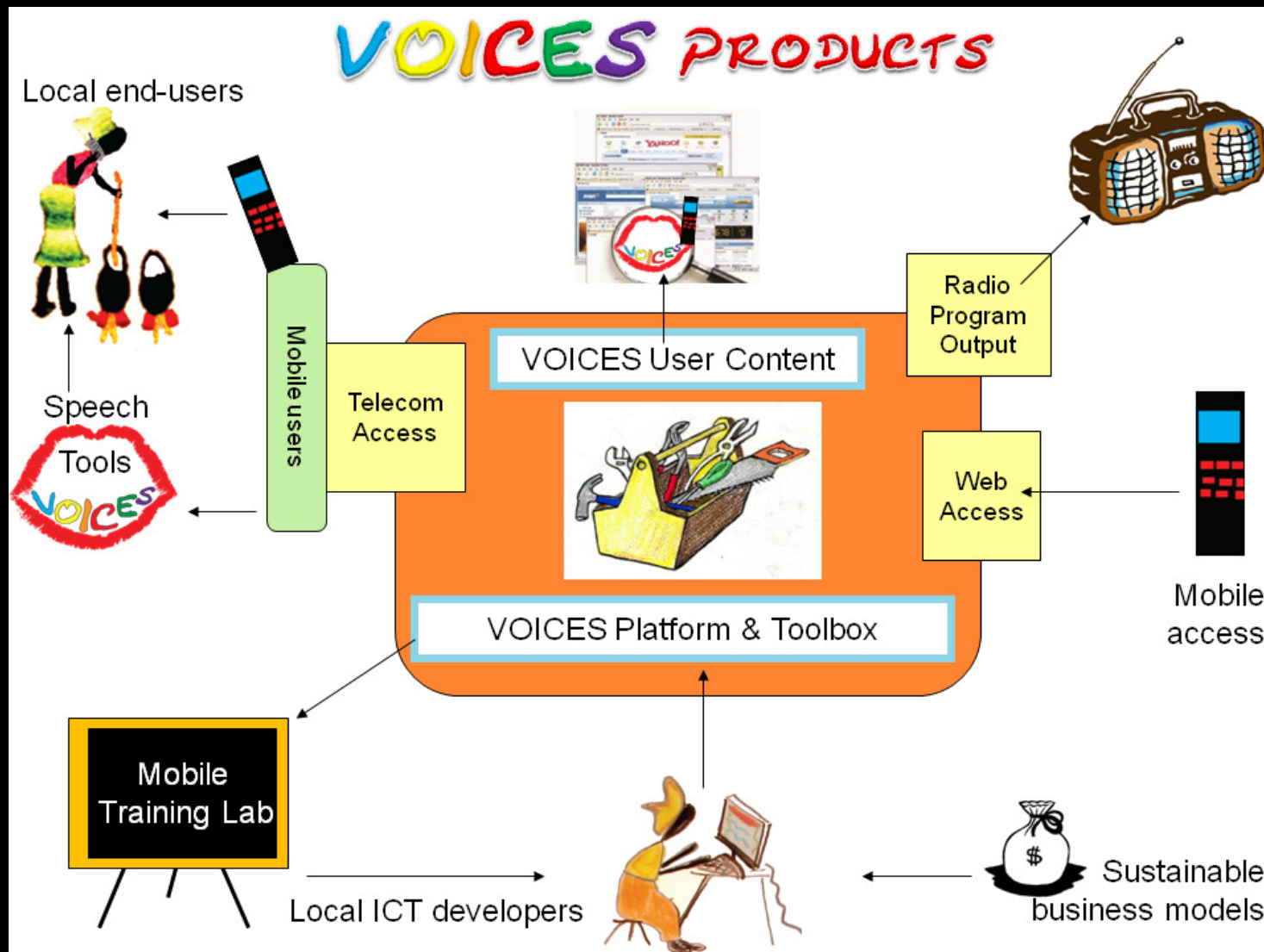
Regreening

- Knowledge sharing issues
 - Distances between rural communities in Sahel
 - Infrastructure and access
 - Commonly: no electricity, no computer, no internet
 - But: mobile and radio
 - Lack of relevant content
 - Literacy and education
 - Languages



VOIce-based Community-cEntric mobile Services for social development





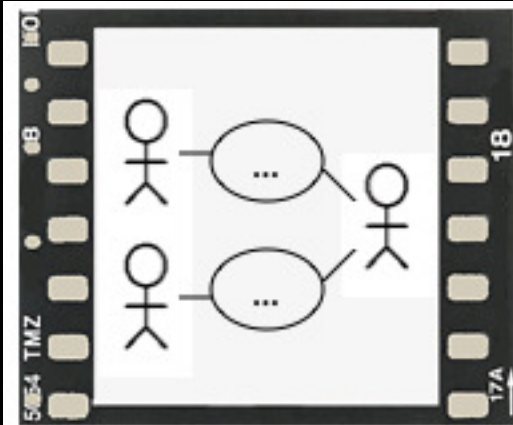
**service development toolbox, field deployment in Africa
&
make a sustainable business out of it**

Q1: Can the Web (be made to) mean something for knowledge sharing even under very constraining conditions?

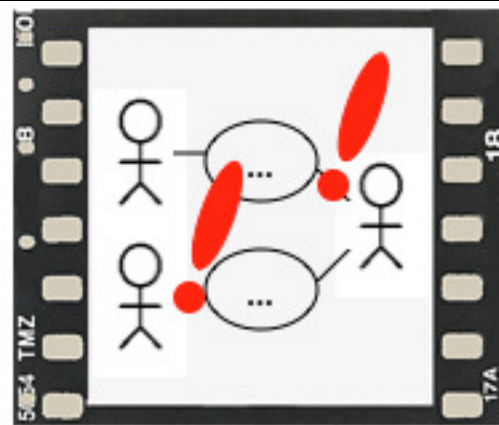
No internet, no computer, no electricity
Multitude of languages, levels of literacy

Capacity Development

Any Ideas



Current situation



Issues



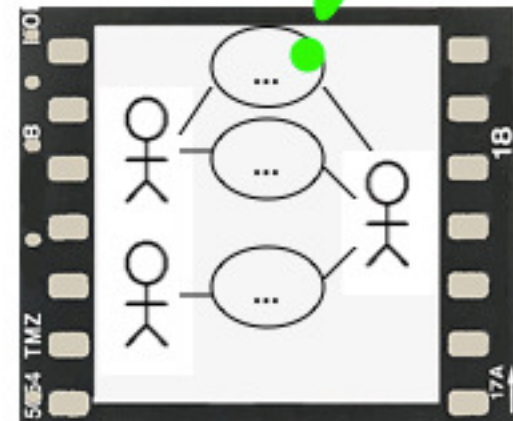
Ideas



Market



Rank



Implement

Current situation

Local community

Mobile telephones

Radio stations

Stimulate local markets

Eager to learn

Issues

No internet, no computer, no electricity

Multitude of languages, levels of literacy



RadioMarket

- **Gather market data from local markets**
- **Combine web and mobile to overcome distances**
- **Distribute market information in different languages via Radio**

- 
- **NEW: STIMULATE LOCAL MARKETS, + 50%**
 - **INNOVATIVE: COMBINE LOCAL KNOW-HOW AND NEW TECHNOLOGY, X 10!**
 - **CAPACITY DEVELOPMENT: DEVELOP LOCAL MARKETING CHANNELS, !TOTAL GREEN!**

1:00



Organize

3:00



Generate Idea

1:00



Elevator Pitch

1:00



Rank



Game on!

Fieldtrip: November to Mali



Ideas!

- G1: Inspirational meeting
- G2: Be up to date with the sun
- G3: Radio Bay
- G4: Knowledge SUV

Credits

Hans Akkermans, Nana Baah Gyan, Anna Bon,
Wendelien Tuyp, Aman Grewal, Stéphane
Boyera, Mary Allen, Victor de Boer, Chris van
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