Data for All as an agent for change: Experience from Egypt

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Information and Knowledge for All:
Towards an Inclusive Innovation

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Data and information for all

✪ How data and information can be shared and disseminated to all?

✪ What Impact of data and information for all on development?

✪ What specific role for institutions?

✪ Example.

Global outlook

❖ Data are valuable resources much like water or oil.

❖ Data does nothing on its own rather, it is world-changing in how it is employed in human decision making.

❖ The overall Worldwide Big Data market for products and services is in the midst of explosive growth, topping $27 billion in 2014, growing to over $61B by2020 – a compound annual growth rate of 15%.

Source: Finos, R. (2015). Big Data U.S. Professional Services Market Forecast 2014-2020

❖ The amount of data generated in two days is as much as all data generated in human history before 2003.

❖ Improved use of data could generate $3 trillion in additional value each year in seven industries.

❖ The big data analytics and services industry is worth $3 billion and is expected to hit $20 billion in the next five years.

❖ Harnessing big data could reduce health care costs by 8%.

❖ The data-driven marketing industry was worth $156 billion in 2012 and created 676,000 jobs.

Source: US Chamber of Commerce

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Participation

Increasing demand for facts

Crowdsourcing

From citizen to netizen

Communication: P to P, P to M, M to M (P for people & M for machine)

Higher speed

More smart personal devices (even for less affluent)

More dominant social media

Larger and cheaper storage

Mega byte	→	Giga byte	→	Tera byte	→	Peta byte	→	Zeta byte

Storing a gigabyte of data in 1985 cost $100.000 and cost 5 cents in 2013.

What Impact of data and information for all on development?

Sustainable Development Goals (SDG)

The role of information in good governance
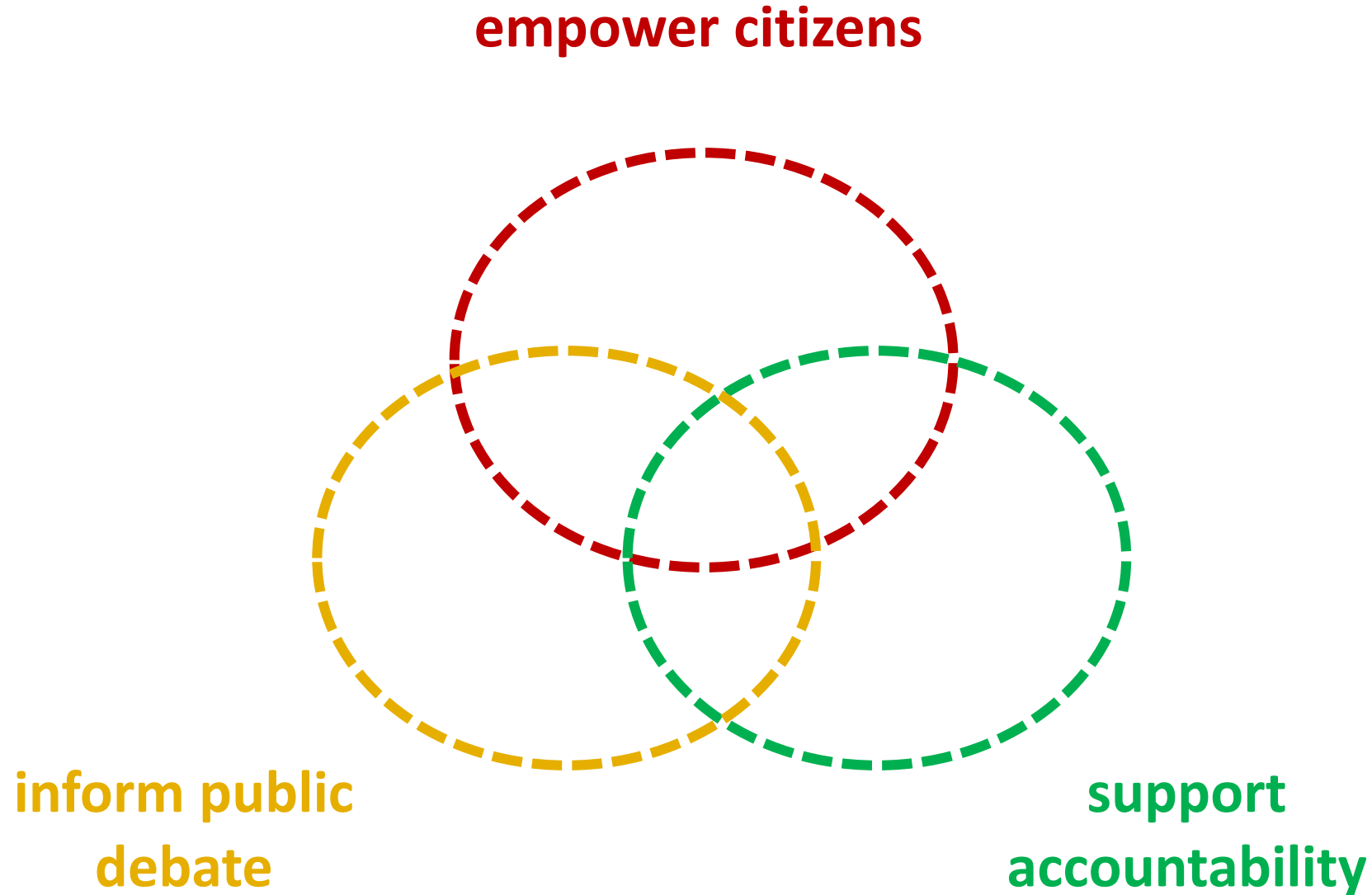
empower citizens

inform public
debate

support
accountability

What specific role for institutions?

Role of Institutions

Approaches for data production & dissemination
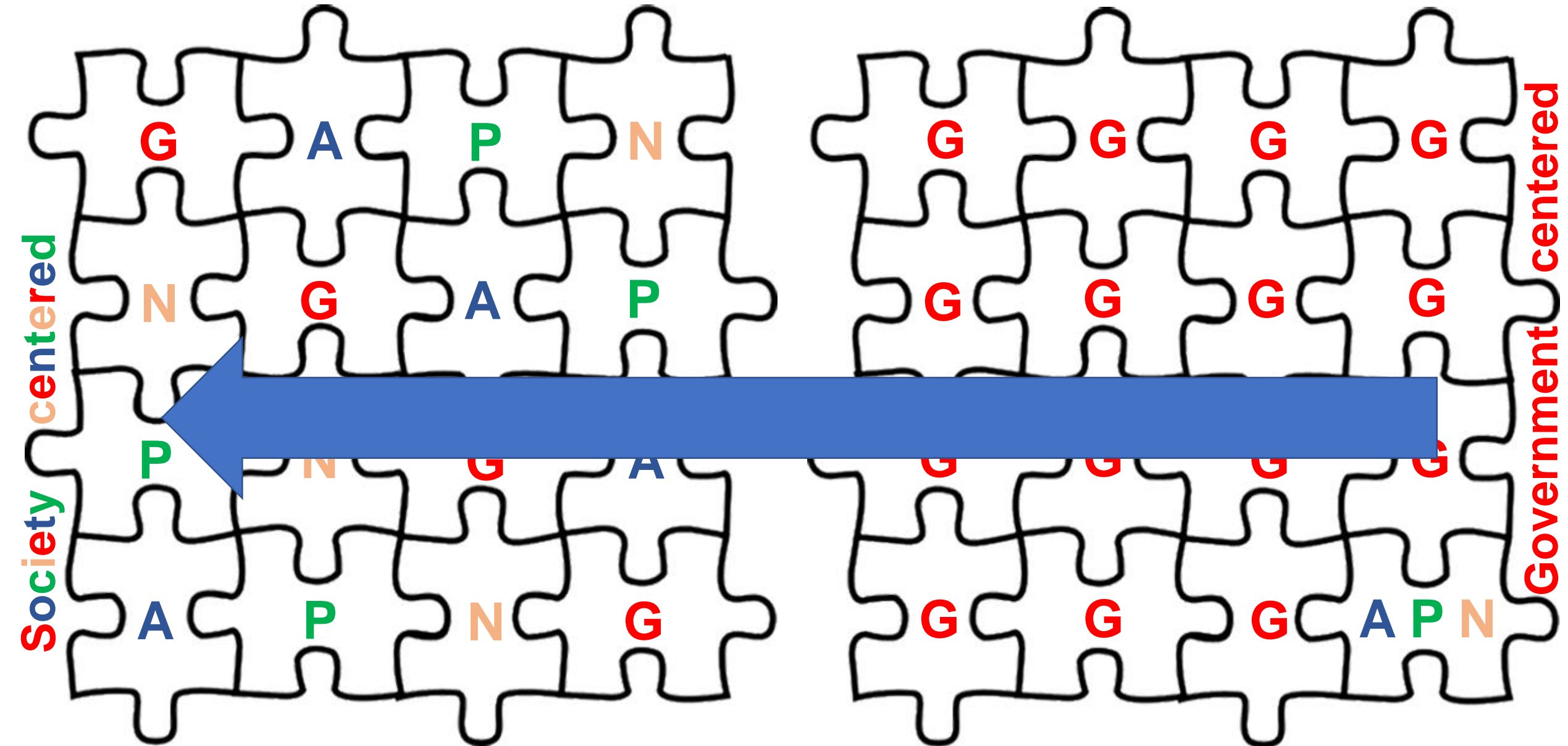
G: Government, A: Academia, P: Private sector, N: Non for profit organizations

Data and Information for All: Who is doing what? Government organizations vs. non-governmental organizations.
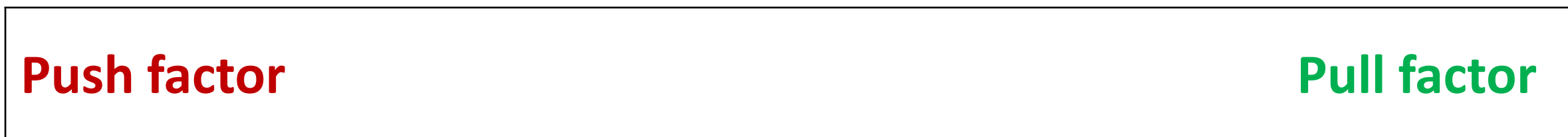
NGO's can help GOV see better.

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| Human rights | Good governance | Sustainable development goals | Knowledge economy | Business climate |

Push factor   **Pull factor**

1) **HUMAN RIGHTS** freedom of information is a nightmare for a government that does not respect human rights.

2) **GOOD GOVERNANCE** requires an environment conducive to transparency and accountability. Such environment allows the society to fight corruption and to improve performance. Without freedom of information such environment cannot exists and is likely to generate distrust in institutions and will impede the ability of government to be responsive. In other words, lack of information is a prescription to social tensions and political unrest. Governments who think that hiding information is a safe haven in the short term ignore the implications on the medium and long terms.

Governments do not see a win-win relationship in FOI,
Governments are focusing on short term threats and ignore the implications on the medium and long term threats,
Governments prefer having monopoly of information.

Information for all

Information for government

3) SUSTAINABLE DEVELOPMENT. For development to be sustainable, it requires comprehensive programs to face challenges such as poverty alleviation, women empowerment, youth participation, and, better education and health services for all. Inequality and geographical disparities within countries requires a more sophisticated statistical system to produce indicator not only on the national level but also on the local level. The global developmental agenda (SDG's) requires a larger number of indicators that countries need to collect and disseminate in order to report on their achievements.

4) BUSINESS CLIMATE. In many developing countries, economic growth is the only way to generate enough jobs. Economic growth cannot be achieved without trust of local and foreign investors. Trust can be created and maintained throughout stable and transparent macro-economic policies and throughout accessible, relevant and timely information related to business development. Government should perceive freedom of information freedom of information as an opportunity to secure growth rather than a threat.

5) KNOWLEDGE ECONOMY can generate decent jobs to youth.

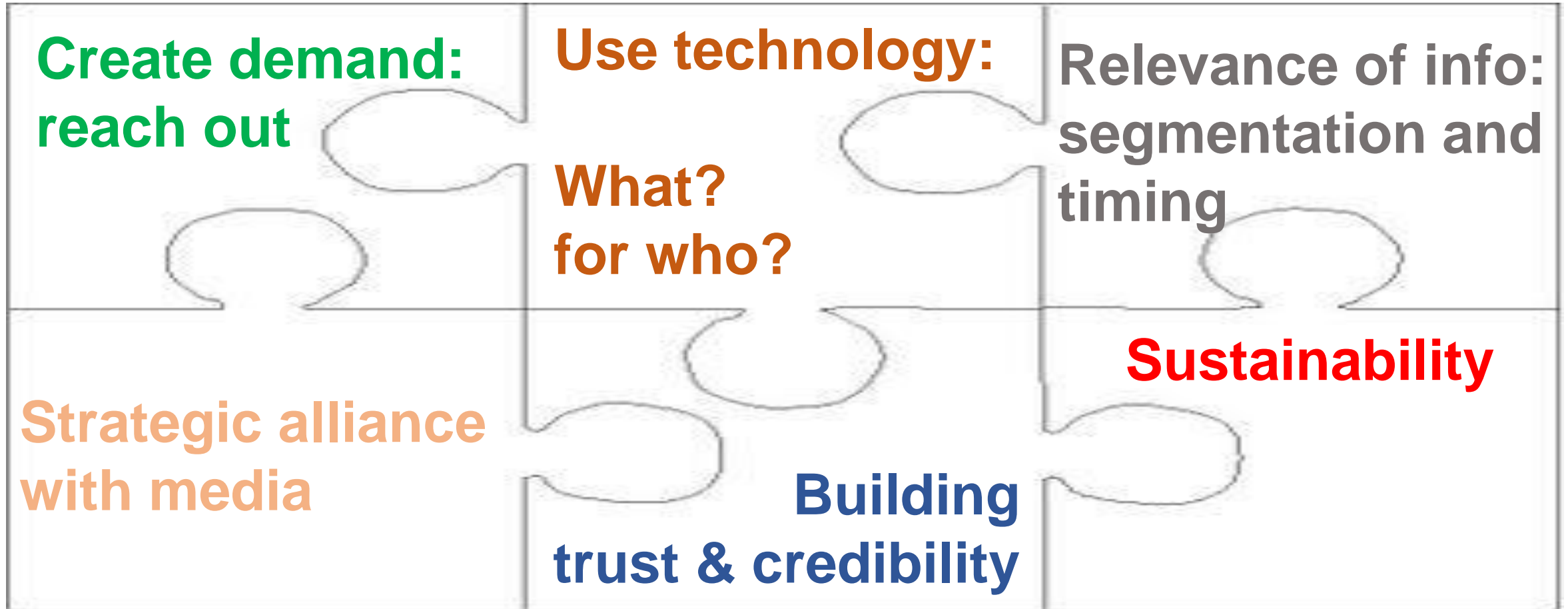How data and information can be shared and disseminated to all?

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- 13th Edition -

How data and information can be shared and disseminated to all?

⭐ Supply driven vs. demand driven.

⭐ Electronic vs. paper.

⭐ Level of use of communication technology.

⭐ Table vs. infographics.

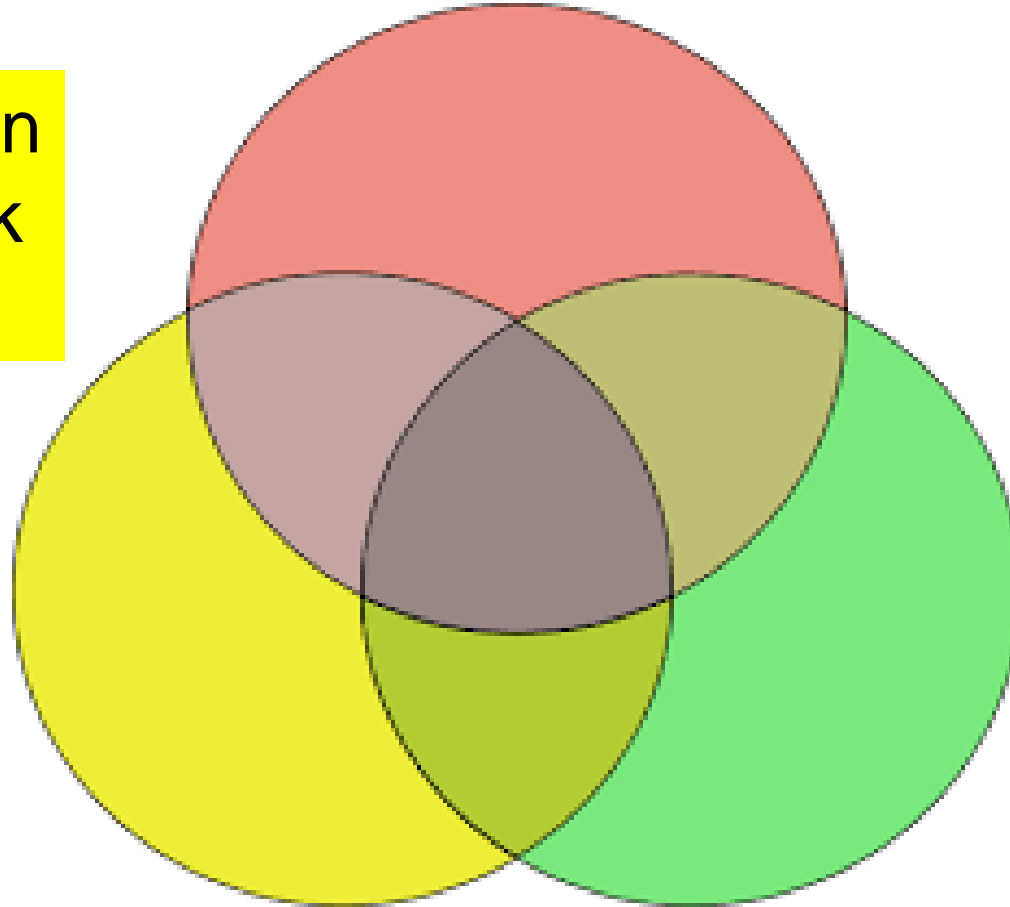## Examples.

A comprehensive approach for the role of private sector in generating and disseminating data

Create demand: reach out

Use technology:

What? for who?

Relevance of info: segmentation and timing

Sustainability

Strategic alliance with media

Building trust & credibility

The role of Baseera in Information for All

Mobile application "*nesaalk*" we ask on your behalf.

Daily "number of the day" via email

Twice per day "number of the day" via SMS

Example 1: Number of the day

✪ A daily service by email: number or indicator explained in one or two sentences.

✪ The purpose is to inform/empower citizens in a friendly way about an issue of relevance or to help public debates to be evidence-based.

✪ The service started in Jan 2013 by email. The service is free as part of the corporate social responsibility.

✪ Number of subscribers: 40,000 (Arabic) and in 1,500 (English.)

✪ Due to snowballing reach out: 400K + (unplanned.)

✪ The numbers are send to newspapers, facebook and twitter.

✪ The service was sustained since Jan 2013 (celebrate issue #1200 on June 26th, 2017).

✪ Anew service stated in Jan 2014 via SMS.

✪ Number of subscribers on SMS : 51,000 in April 2017.

✪ SMS service is not free and the number of subscribers is on the rise (demand for information.)

✪ Attracted grants from donors (IDRC).

Justice	**204** **Number of cases of death penalty presented to the Grand Mufti in 2012, with an increase of 65 cases (47%) from 2011.**
Religion	**582 thousands** **Number of Egyptians who went for Umrah in 2012.**
Economy	**12.8 %** **of Egyptian males (aged 15 years+) have bank accounts in 2012, compared to (6.5%) for females.**

Migration	**800 million** **Syrian refugees in Egypt have invested about 800 million dollars since 2011.**
Population	**2.7 million** **Yearly number of birth in Egypt is 2.7 million = number of births in France + Italy+ Spain + UK + Sweden.**
Population	**25%** **Population of rural Upper Egypt equals 25% of Egypt's population, and # of births equals 41% of total births.**

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Sports	**38%** **38% of Egyptians who watch the World Cup matches support Brazil, while 14% support the Netherlands, 11% support Algeria and 8% support Germany.**
Exports & Imports	**8.5 billion EGP** **The value of Egypt's imported chilled and frozen meat in 2012, with an increase of 50% from 2011.**

"*nesaalak*" you ask on your behalf: a public opinion free tool.

The mobile application allows subscribers to:

✪ respond to questions sent from other subscribers or from the admin of the application, respondent will get points for answering the question.

✪ send questions in the form of a public opinion poll to all subscribers, pay points or money.

✪ Results is made available to all respondents.

✪ The application in its pilot phase was used for reporting on social phenomena (harassment) and for quick polling.

CONCLUSION

Wide accessibility to technology.

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Increasing demand on information.

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Spread of crowd sourcing.

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Creativity in developing applications and out of the box tools.

+

Using different communication platforms.
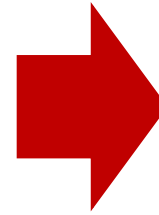
End government monopoly of producing & disseminating information

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Empower citizens

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Lead the way to better governance

Thank you

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