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DYNAMIC • SPECTRUM • ALLIANCE

# Global Summit

A NEW SPECTRUM MINDSET

**November 3-5, 2020**

VIRTUAL EVENT

Respond,  
recover,  
reimagine:  
Accelerating  
progress towards  
the SDGs during  
COVID-19

NOVEMBER 2020



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BRYAN KARIUKI – DIRECTOR, MAWINGU

NOVEMBER, 2020



- For as little as \$0.10 a month our users in rural Kenya get access to life changing connectivity
- Our customers include individuals on public Wi-Fi hotspots, homes on fixed wireless, and businesses on hybrid solutions
- Since 2012, we have refined a technology and commercial model to **sustainably provide connectivity to the under-served**





- Universal connectivity is a direct enabler for eight SDGs - #3, #4, #5, #8, #9, #10, #11, #16
- Universal connectivity is an indirect enabler for all SDGs
- COVID is a **perishable opportunity** for acceleration of plans for universal connectivity: it will expire!



1. Focused public officers on the urgent need for connectivity
2. Unlocked resources for deployment of infrastructure in more equitable ways
3. Caused users to prioritise broadband amongst competing needs for limited resources



## 1. COVID has focused political will

- Problem: public projects present the best opportunity for impact at scale but take a long time
- Progressive Laikipia County Government identified universal connectivity as critical to acceleration of plans for universal health coverage
- **TV White Spaces** project will bring telemedicine to rural Kenyans



## 2. COVID has unlocked resources

- Problem: people in rural areas have the same needs for data but nowhere near the same enabling infrastructure
- COVID has unlocked access to **non-commercial resources** to enable providers reach more unserved areas
- Less of a burden on those left behind to meet the costs of infrastructure deployment





## 3. COVID has made broadband vital

- Problem: connectivity has often lost the battle for limited resources with users in our markets
- COVID has forced people to stay at home and they have needed home connections
- Mawingu's **business case** for deployment of infrastructure to previously unreachable areas has become positive



Choose your history:

Adapt traditional processes to accommodate the opportunities of the time → **meet the challenge now**

OR

Declare commitment to COVID response efforts but be unable or unwilling to change → **arrive too late**



# Asanteni!

bryan.kariuki@  
mawingunetworks.com



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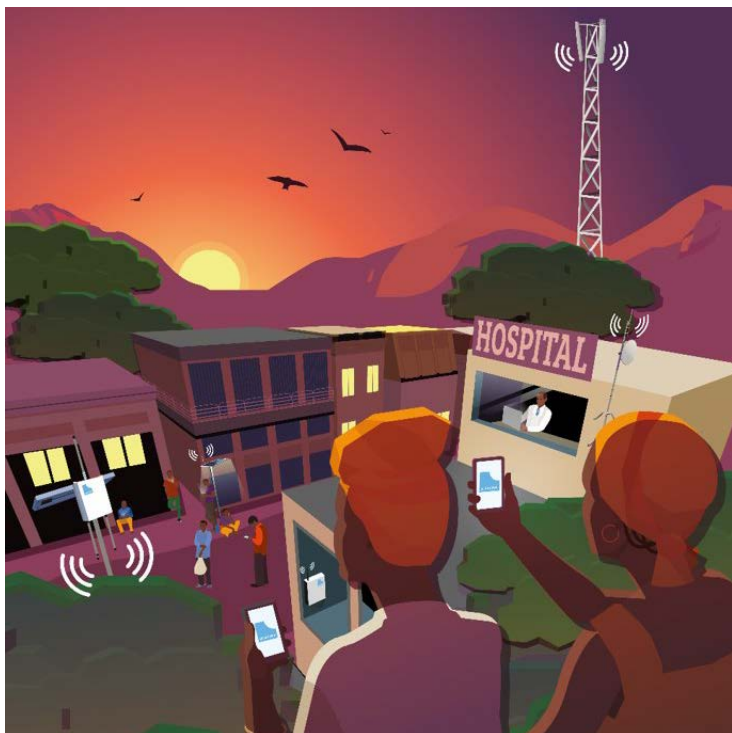


Connecting the  
Unconnected

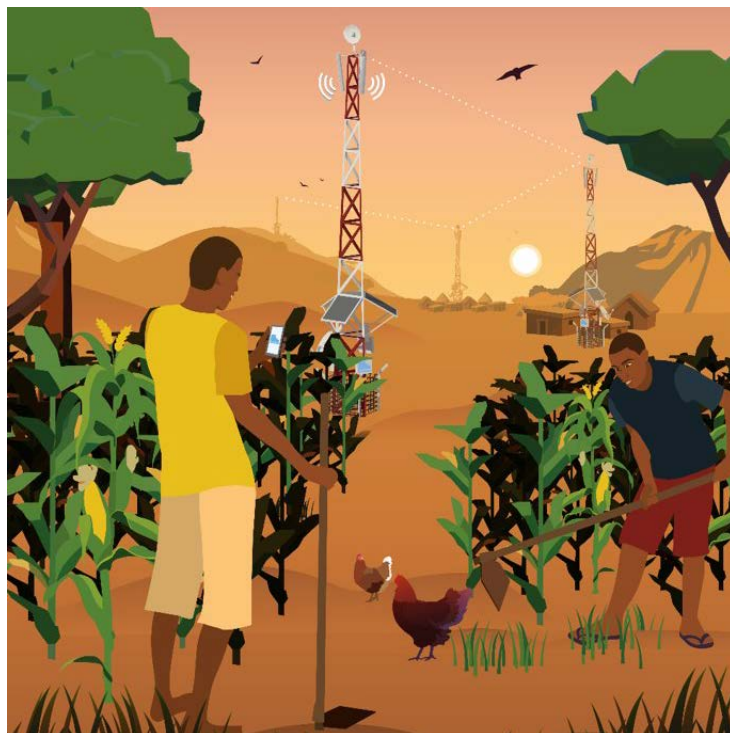
LENE SCHULZE, BLUETOWN

NOVEMBER, 2020





Semi-urban



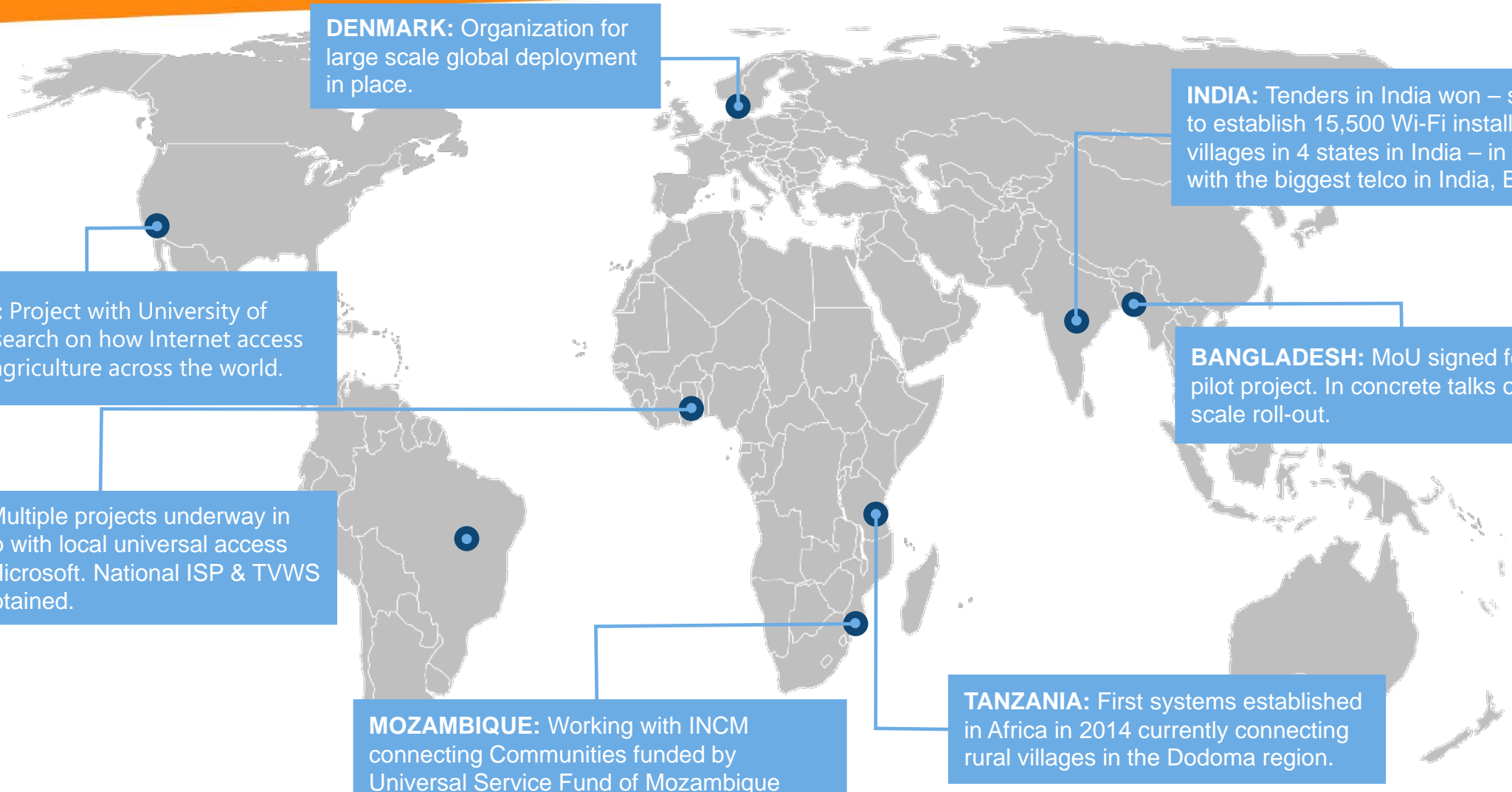
Rural



Remote



## Scaling & Multi-market strategy



**DENMARK:** Organization for large scale global deployment in place.

**CALIFORNIA:** Project with University of California. Research on how Internet access can improve agriculture across the world.

**GHANA:** Multiple projects underway in partnership with local universal access fund and Microsoft. National ISP & TVWS licenses obtained.

**MOZAMBIQUE:** Working with INCM connecting Communities funded by Universal Service Fund of Mozambique

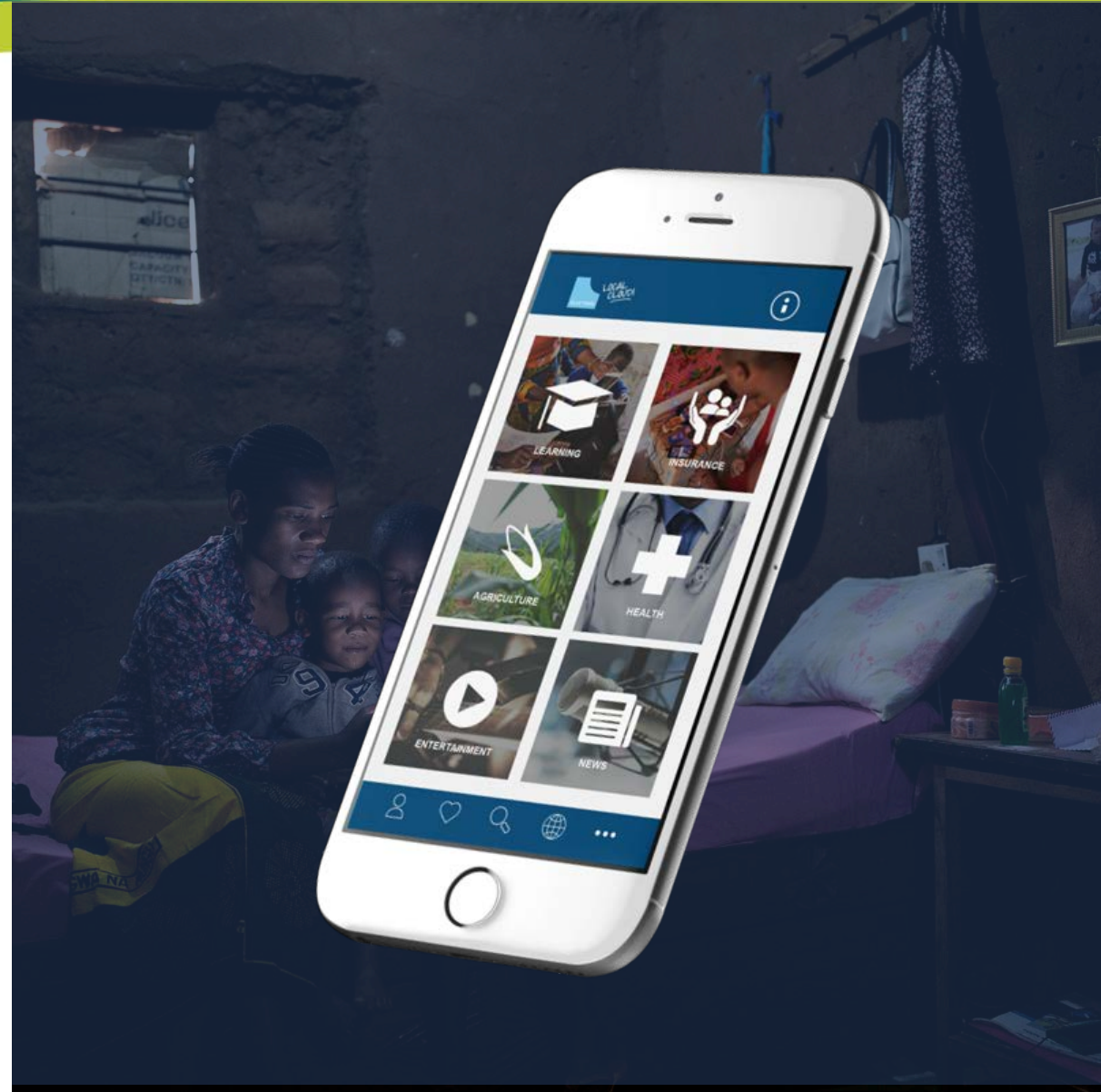
**TANZANIA:** First systems established in Africa in 2014 currently connecting rural villages in the Dodoma region.

**INDIA:** Tenders in India won – securing right to establish 15,500 Wi-Fi installations in villages in 4 states in India – in a partnership with the biggest telco in India, BSNL.

**BANGLADESH:** MoU signed for first pilot project. In concrete talks over large scale roll-out.



- Access to vital content free of charge for end-user.
- Readily accessible content for people with low digital literacy.
- High resolution video with little use of expensive backhaul





LOCAL CLOUD1  
BLUETOWN

AGRICULTURE ENTERTAINMENT HEALTH EDUCATION NEWS

CORONA | COVID-19

Frequently clean your hands by using an alcohol-based hand rub product, World Health Organization

0:17 / 1:33

**WHAT CAN PEOPLE DO TO PROTECT THEMSELVES AND OTHERS FROM GETTING CORONAVIRUS?**

“Covid-19 makes it clearer than ever: access to the internet should be a universal right”

*Tim Berners-Lee, June 2020*



A man in a red polo shirt and blue jeans stands in a lush green cornfield, looking down at a smartphone he is holding. The field is filled with tall corn plants, and the background shows rolling green hills under a bright sky.

Succeeding through ...  
Sustainable Business Models & **Impact!**





1

Lack of (affordable)  
Connectivity

2

Insufficient Skills  
Basic and Digital Literacy

3

Lack of Incentives  
including awareness, relevant  
content, and cultural or social  
acceptance



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# Ecosystem for Connecting the Unconnected



**GOVERNMENTS**



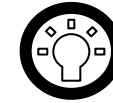
**FINANCE CORP'S.**



**NGO'S**



**CORPORATES**



**SDG COMPANIES**



**COLLABORATION**

Infrastructure Expansion
Impact Projects
Integrated Services
Research & Measurement



- **Local Workforce.** Installation, maintenance, operations and digital literacy training.
- Increasing innovation and livelihoods in **Agriculture.**
- **Digital Work.** Impact through **Digital Jobs Creation.**
- Increasing access to **Inclusive and Quality Education** in Ghana
- **Women Entrepreneurship & Digital Inclusion Program.**







- Focus on **female empowerment, entrepreneurship, work, finance and education.**
- Create **scalable solutions** that **minimizes the gender gap** and ensures **sustainable business models**
- Utilize **expertise and resources** from all ecosystem partners



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**Thank You.**

Lene Schulze, Business Development  
BLUETOWN  
lss@bluetown.com



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*How to advance in connectivity and the Sustainable Development Goals (SDGs) during a global pandemic through innovation, investment, and partnerships.*



SYLVIA JARAMILLO  
ANDITEL - COLOMBIA





**Our Purpose:**

**To Bridge the social  
divide with  
technology**



- ✓ 40 + years Connecting the most remote places in Colombia



- ✓ Specialized in Deployment and Operation of transformational ICT Projects



✓ Experts in Connectivity  
and Alternative Energy

✓ 15,000 + Rural Schools  
Connected



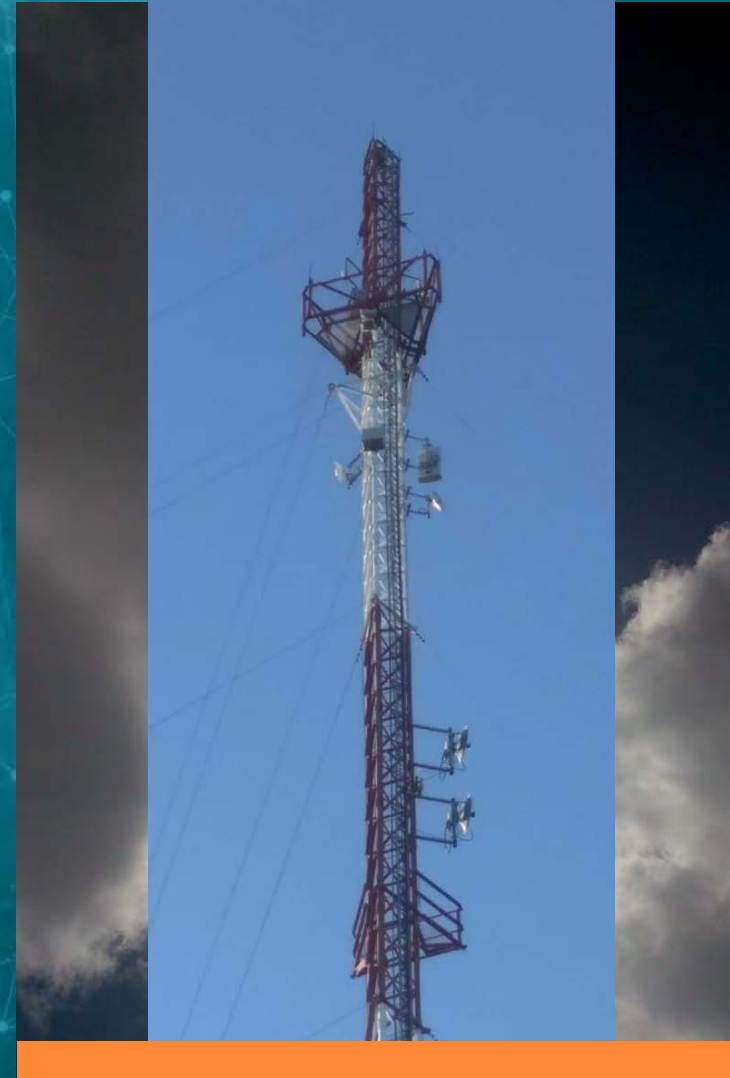




✓ Managed Field Services  
in all the Colombian Territory



✓ Social & Technological  
Appropriation



✓ Our network covers 70% of Rural Colombia



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*Respond, Recover,  
Reimagine...*



# COVID 19 HAS CHANGED THE WORLD WE USED TO KNOW

- ✓ Colombia was in lockdown for 7 months
- ✓ ~20% of businesses could go bankrupt
- ✓ Unemployment is 16.8%
- ✓ GDP -15,7%
- ✓ Public Schools are still closed
- ✓ Internet penetration in Rural Areas is 16%

## BUSINESS ENVIRONMENT

RULES – SCHOOLS - SPEED  
AND INVESTMENT PRIORITIES  
have changed

---

## WE NEED A MORE CONNECTED WORLD

Internet demand has increased due to the pandemic, but end consumers in rural areas still need the service to be sponsored by companies or subsidized by the government.



# How are we supporting SDG'S?

Sustainable Development Goals



# *innovation, investment, and partnerships*

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## Closing the rural broadband gap

Many rural areas lack broadband access, limiting their ability to thrive in a digital economy.

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# Airband Initiative



**2019:**

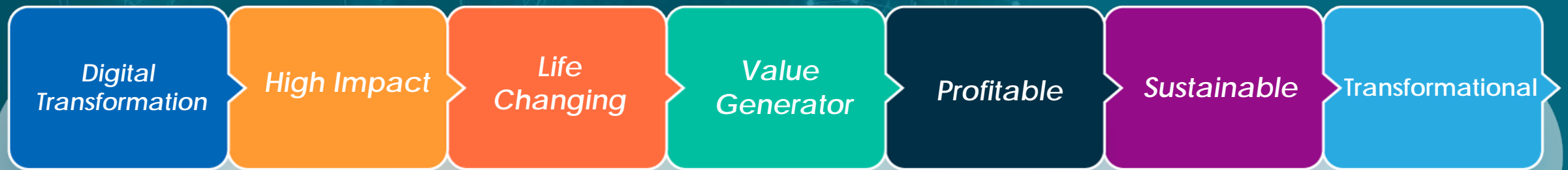
✓ **Microsoft & Anditel partnered to deploy Airband in Colombia**

The Airband Initiative brings affordable broadband access to everyone.

✓ **Colombia was the first Latam Country to regulate TVWS Spectrum**

Giving us the opportunity to be pioneers in the deployment of this technology.

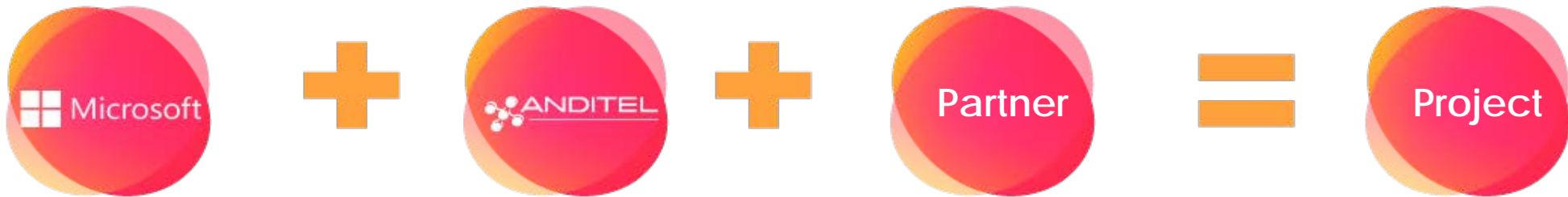
**Our Objective is to implement High Impact Connectivity projects specially designed to Close the Digital Gap in rural Colombia and Transform peoples lives through technology**





## How we do it?

- We partner with companies to increase Impact and Reach.
- We formulate projects where we can utilize our resources and expertise to support Sustainable Growth and Digital Transformation.
- We look to:
  - Increase Internet Coverage
  - Life Changing Stories
  - Impact Economic development through technology: Increasing peoples income in Rural Areas





ICT training

Technical Training

Farm Applications

Telemedicine

IOT

Quality of Education

E-commerce

Government Applications

Entertainment

Digital Platforms

Entrepreneurship

# Applications



Connectivity



Education



Medical



Entrepreneurship



- Education
  - Steam Education
  - Geek Girls
  - Teacher's Training
  - Computer Donations
- Indigenous Communities
  - ICT Training
  - Programs to Strengthen their cultural heritage
- Gender Equality
  - Transformational agents for the community
  - Personal Growth
- Agro Industrial Business Models
  - Reduce extreme poverty and increase wellness and education by helping local farmers stay in the rural areas
  - Help farmers increase their individual income by 1,5 minimum wages

4 QUALITY EDUCATION



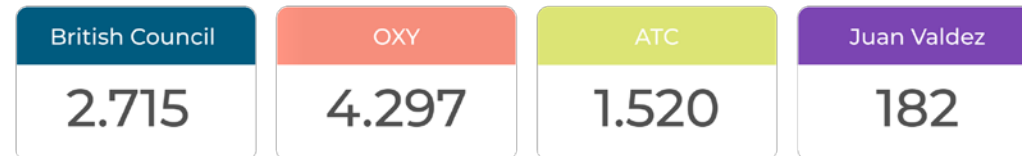
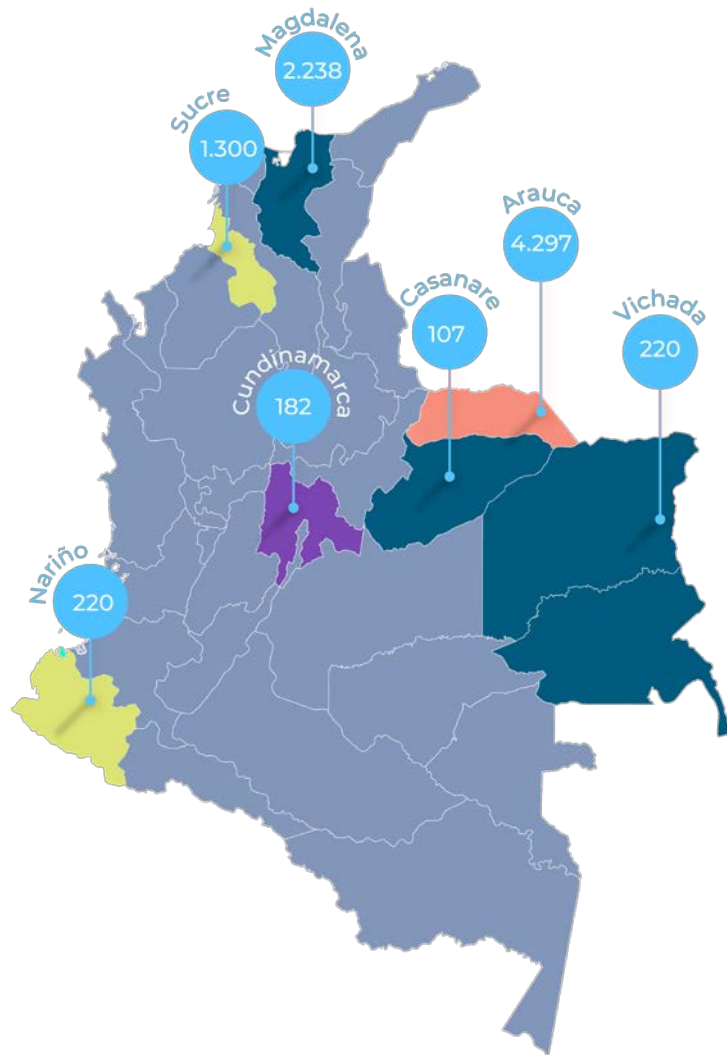


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## Our Programs







## INTRODUCCIÓN A LAS TIC

Cursos de formación inicial  
en competencias  
**TIC** (Nivel I)

Siguiente →

Pantalla Completa

## PRESENTACIÓN

Hola, soy Uriyu, te doy la bienvenida a la introducción a las Tecnologías de Información y Comunicación TIC. Este curso te permitirá identificar que son las TIC, como las puedes utilizar en tu cotidianidad, a través de que dispositivos o aparatos y los beneficios que puedes obtener haciendo uso de ellas.

← Anterior

Siguiente →

Pantalla Completa

## ¿QUÉ SON LAS TIC?

Cursos de formación inicial  
en competencias  
**TIC** Nivel I



Hola, yo soy Rodrigo y te voy a acompañar durante el curso. Es muy importante que conozcas los aspectos mas relevantes relacionados con las TIC.

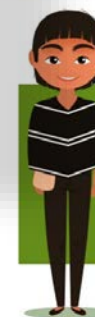
← Anterior

Siguiente →

Pantalla Completa

## ¿QUÉ PODEMOS HACER CON LAS TIC?

Cursos de formación inicial  
en competencias  
**TIC** Nivel I



Durante el tiempo que estuve en el colegio, realizaba mis tareas e investigaciones por medio de libros que estaban en mi casa o en la biblioteca de mi municipio... ¡Pero ahora con el kiosco, todo se ha vuelto mas fácil e interesante gracias a las TIC!

Gracias al internet y los equipos del kiosco puedo realizar consultas sobre cualquier tema, tener acceso a expertos que están en cualquier parte del mundo y conversar con compañeros y alumnos de otros municipios. Lo mejor es que con los servicios del kiosco puedo estudiar sin desplazarme del pueblo.

← Anterior

Siguiente →

Pantalla Completa



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Goals

5

**Achieve gender equality and empower all women and girls**





Develop effective ways to grow subscribership and bridge the gender digital divide, by developing gender-focused connectivity programs.

*Juan Valdez*





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## Juan Valdez – Mujeres Cafeteras



Promote the social and economic empowerment of women coffee growers through the commercialization of their coffee, encouraging good practices, associativity and caring for the environment with a gender equity approach.



**30% of Coffee Growers in Colombia are Women**

*Beneficiarios*

### Beneficiarios



**22 mujeres cafeteras**



**150 personas (comunidad)**





## PRODUCTIVITY

Provide actions to guarantee product quality

COMMUNITY  
EMPOWERMENT

Make the women of ASOMUCAVIT visible as agents of their own development and of the coffee growers in the municipality.



## GENDER EQUALITY

Promote a gender equity approach in the actors of the coffee community.

ENVIRONMENTAL  
MANAGEMENT

Reduce the pollutant load through training and implementation of appropriate technologies in the production process

QUALITY AND  
PROFITABILITY

Improve Coffee Quality to guarantee higher Profits.



### Build a Rural Entrepreneurship Platform

1. LMS Platform
2. Relevant Content designed
3. Appropriation and Training
4. Connectivity



INTRODUCTION TO ICT



ENTREPRENEURSHIP



PERSONAL DEVELOPMENT





*How to advance in connectivity  
and the Sustainable  
Development Goals (SDGs)  
during a global pandemic?*

*Thru innovation, investment and partnerships with companies vested in Colombia and embedded in our culture, we are strengthening communities that will truly support SDG´s.*

Digital  
Transformation

High Impact

Life  
Changing

Value  
Generator

Profitable

Sustainable

Transformational



**Thanks!**

**Sylvia Jaramillo**  
**[www.Anditel.com](http://www.Anditel.com)**  
**+573162588888**





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