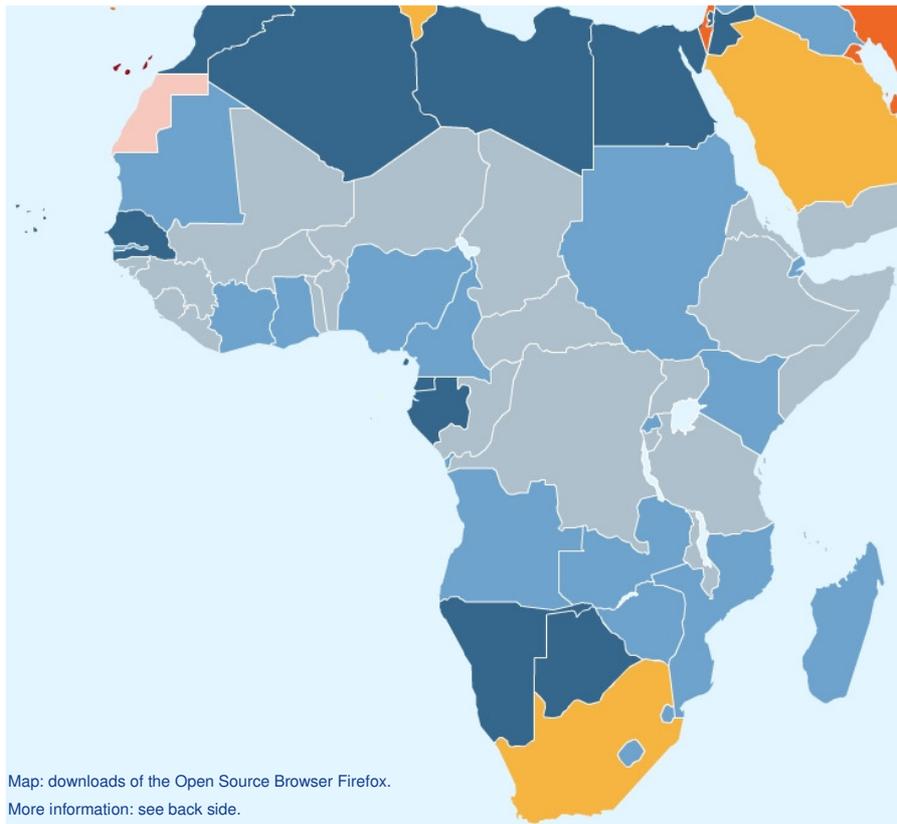


# ict@innovation

## Creating Business and Learning Opportunities in Africa with Free and Open Source Software

- Are you interested in business opportunities arising from Free and Open Source Software (FOSS) in Africa?
  - Are you part of an ICT training institution, university or regional or national ICT association in West Africa?
  - Do you want to become a trainer for FOSS business models or FOSS certification?
  - Are you interested in African innovations in FOSS?
- Join ict@innovation – Promote FOSS for business and learning in Africa



## ict@innovation info leaflet 3: West African FOSS Business Models



On behalf of

Federal Ministry  
for Economic Cooperation  
and Development



The Free Software and Open Source  
Foundation for Africa

**giz**

# Introducing ict@innovation – Creating Business and Learning Opportunities with Free and Open Source Software

## What is Free and Open Source Software?

Free and Open Source Software (FOSS) is software which can be freely used, modified and distributed. FOSS offers a number of different opportunities. Developers are able to customize, change or add to open source software and join in global open production processes. This can help stimulate local innovation and growth in the IT sector. With FOSS, small and medium-sized IT businesses can create locally adapted IT solutions, independent of foreign software vendors. FOSS allows local value chains to be tapped, instead of forcing customers to rely on foreign software vendors.

Free and Open Source Software technologies are used all over the world. FOSS is often the technology of choice to run servers, networks, or content management systems, but also operating systems such as Linux, or business and office applications such as OpenOffice. As FOSS is adaptable and does not entail license fees, it is particularly useful when applications need to be adapted to a specific context.

The use of FOSS is spreading – governments and businesses are increasingly employing FOSS. This means that the business market around FOSS solutions is growing. Local businesses, in particular IT-SME can benefit from FOSS as users, but more importantly they can generate business models around FOSS such as offering high-value IT services, software development, training and qualification.

## Free and Open Source Software creates business opportunities!

FOSS technologies offer opportunities particularly for small and medium sized IT enterprises to provide IT services for local IT markets.

What do small and medium-sized enterprises (SME) in Africa need to work with FOSS? Many IT-SME are not yet aware of how they can use FOSS in their business models – knowledge sharing and training is needed to qualify employees. In addition, trust in FOSS needs to be improved, for instance by spreading quality standards. ict@innovation addresses these topics by:

- Sharing knowledge on African Business Models and Skills in FOSS
- Building trust and business through FOSS Certification
- Developing innovative local FOSS Applications

ict@innovation is an international capacity building programme, implemented in partnership by **FOSSFA** - The Free Software and Open Source Foundation for Africa and **GIZ** - Deutsche Gesellschaft für Internationale Zusammenarbeit, Germany.

The **ict@innovation** programme offers **advanced training courses** for training institutions and trainers on:

- business models and business development for IT SME – how to integrate FOSS services in your training portfolio;
- how to get certified in basic FOSS technical skills.

**The main objective of ict@innovation** is to foster small and medium-sized enterprises (SME) in the field of Free and Open Source Software in Africa. Through advanced training and networking in FOSS skills, the programme contributes to qualify African IT SME in providing localized and adapted FOSS applications and services to public administration and private sector.

The programme focuses on Free and Open Source Software (FOSS) as a key technology to drive innovation, add local value and create sustainable and affordable ICT-solutions.

<b>Region of Implementation</b>	2008-2012: Southern and East Africa 2011-2012: West Africa
<b>Duration</b>	2008 – 2012
<b>Main Funding Partners</b>	German Federal Ministry for Economic Cooperation and Development (BMZ) & the Open Society Initiative for Southern Africa (OSISA)
<b>Website</b>	<a href="http://www.ict-innovation.fossfa.net">www.ict-innovation.fossfa.net</a>

## ict@innovation – Advanced Training and Knowledge Sharing on FOSS Business Models

### Examples of FOSS Business Opportunities:

- Installing networks and desktops for internet cafés
- Maintaining the IT infrastructures of local medium sized businesses
- Adapting financial management systems to the specific needs of a company
- Adding a new application to an existing content management system
- Offering customized IT solutions to clients of all sizes

All this and much more is possible with FOSS.

### Opportunities for Outreach Partners of ict@innovation:

- Access key information on hot topics such as African FOSS Business Models and FOSS Certification
- Generate additional income for your organization through state-of-the-art courses
- Access and co-create high level open training material
- Promote your organization through ict@innovation
- Join an international network of institutions and experts

**How can small and medium-sized businesses offer FOSS services and make a profit?** What advantages do businesses get from integrating FOSS in their IT business? Offering training to small and medium-sized enterprises (SME) and enabling them to create FOSS business models is a key to stimulate innovative local IT business.

If you are a trainer or training institution, you have the opportunity to **join the ict@innovation programme** and gain and share the skills and qualification to equip small and medium-sized IT-companies with the knowledge needed to successfully integrate FOSS into their business.

The ict@innovation **Advanced FOSS Business Models Training** is a train the trainer course for persons or institutions who are interested in offering training on FOSS business models to small and medium-sized enterprises. By participating in the regional trainings you

- receive intensive, advanced training on FOSS business models, how to train SME in using FOSS and other business skills and
- commit yourself to passing on your knowledge to others by integrating a course on “African FOSS Business Models” into your training portfolio and/or holding follow-up trainings, in particular for small and medium-sized businesses in the IT sector. ict@innovation will support particularly committed trainers or institutions in holding these trainings.

We seek to support your business so that you can go on to support the business of others!

### Are you working as a trainer and interested in promoting FOSS Business?

Then participate in the ict@innovation regional training of trainer courses! You will be trained to train others in creating new business models or add on existing ones by using FOSS (see next pages).

### Are you a training institution or organisation working with / interested in promoting FOSS in your country?

Become an outreach partner of ict@innovation: Send your trainers to the Advanced FOSS Business Training and become part of the network of ict@innovation. Contact ict@innovation to find out how we can cooperate and support each other (see back page and [www.ict-innovation.fossfa.net](http://www.ict-innovation.fossfa.net))!

## Overview of ict@innovation Training Contents

### What you will have learned after attending the advanced training course:

- How to make business using FOSS
- How to develop a business plan or business proposal
- How to organise and hold trainings on FOSS Business Models for local SME
- How to market your FOSS Business Model

More information on the FOSS Business Models Programme is online at:

<http://www.ict-innovation.fossfa.net/alp>

The ict@innovation Advanced African FOSS Business course is modular, hands-on, and based on „real-life“ FOSS business problems, issues and scenarios in African IT-SME. You as participants will be able to engage in practical exercises such as designing a business plan for a sample project and designing, revising and localizing training materials. Integral part of the course are also: practice-based economic know-how, communication skills, social competence, team ability, networked thinking and creativity.

### Examples of course modules and thematic elements of training programme

Introduction to FOSS	<ul style="list-style-type: none"> <li>• General FOSS concepts</li> <li>• Global outlook to FOSS business</li> <li>• Evolution of FOSS projects, communities, and markets</li> <li>• FOSS Business in developing (and BRIC) countries</li> </ul>
Case Studies of African FOSS Business Models	<p>Introducing working FOSS Business Models for SME, adapted to the African context. The Case Studies will include:</p> <ul style="list-style-type: none"> <li>• Local market analysis</li> <li>• How a market for FOSS services is created</li> <li>• Local, legal and economic contexts for FOSS, Open Standards</li> <li>• Financial sustainability model</li> <li>• FOSS licensing models and link to models</li> </ul>
Knowledge and Skills for FOSS Entrepreneurs	<ul style="list-style-type: none"> <li>• FOSS PR and advocacy strategies</li> <li>• Creating a FOSS market and brand in Africa, Attracting clients</li> <li>• Specific marketing and client relations</li> <li>• Organizing business networks</li> <li>• Community building and networking</li> <li>• Understanding Open Source Strategies and FOSS based innovation</li> </ul>
General Business Skills	<ul style="list-style-type: none"> <li>• How to organise financing for ICT/FOSS-SME &amp; Support through incubation services</li> <li>• Improvement of soft skills of particular relevance to a FOSS business, such as: critical thinking and problem-solving, creativity and initiative</li> <li>• Writing a business plan, proposals and designing contracts</li> </ul>
FOSS Training as a Business	<ul style="list-style-type: none"> <li>• How to be a trainer (for FOSS-related trainings)</li> <li>• FOSS training as a business model</li> <li>• Organizing trainings</li> <li>• Working with Open Educational Resources (OER)</li> <li>• Blended learning</li> <li>• Communication skills</li> </ul>

## Joining the programme - When, Where, Who and How?

### Are you interested in becoming a trainer for FOSS Business Models?

#### Join the training programme, if you are:

- A trainer with an IT / business association or group
- A FOSS advocate with a FOSS association or group
- A specialist / trainer with an IT training institution (public or private)
- An IT & business lecturer at a higher education institution
- A manager of an IT SME with outreach potential

#### Opportunities

By engaging in the trainings you have the opportunity to:

- Gain state-of-the-art knowledge on FOSS business models
- Generate additional income for your organisation (e.g. through voucher programme for national follow-up trainings)
- Become part of an exciting community of African experts on FOSS business models
- Help building successful FOSS companies and network with other experts

#### Responsibilities

Participating institutions/participants are expected to:

- Roll-out at least 2 national counterpart training in 2012
- Assist in localization of training materials
- Incorporate the models in business /entrepreneurship programmes/ curricula

**When?** ict@innovation's regional training of trainers will take two weeks, requiring full time presence, preceded and followed by a 4 weeks online preparation/follow-up phase. The online courses will take place by distance learning and on a part-time basis.

**Where?** The regional trainings are scheduled to take place in:

- Nigeria: 24<sup>th</sup> October – 4<sup>th</sup> November 2011

**Application deadline is 18<sup>th</sup> September 2011!**

- Further training of trainer courses in French in West Africa in 2012

**Who?** If you would like to apply and participate in the regional training of trainers, you should

- have a personal interest in the topics listed on page 3
- demonstrate how you will be able to pass on the knowledge gained in the trainings on a national level – either by being a staff member of a training institution (see page 2: information on outreach partners), or by working as a lead person in focus group activity or trainer with possibility to access training facilities (->Regular training track record )
- be enterprising and have the ability to run a business/ training courses
- have at least two years of professional experience in IT and/or business development.
- live in a West African country, and have a good knowledge of English

Female applicants are especially encouraged to apply.

#### How to apply?

**First, please read the information on eligibility criteria and application process online at: <http://www.ict-innovation.fossfa.net/call-nigeria>**

##### a) Individuals:

Fill in the application form at: <http://www.ict-innovation.fossfa.net/call/Individuals> to explain why you would like to participate and become a FOSS Business Models Trainer and how you plan to act as a multiplier on a national level. Please include a CV, including a description of present institutional affiliation and main activities as well as a supporting letter from your employer which states if and how your employer supports you in giving future trainings.

##### b) Institutions: Please fill in the form online at: <http://www.ict-innovation.fossfa.net/Call/Institutions>

Provide profile of institution/company and CV of the participating personnel. You can also download the documents at: <http://www.ict-innovation.fossfa.net/call-nigeria> and send the filled and signed application form to [application\[at\]it-inwent.org](mailto:application[at]it-inwent.org)

# The Community Portal

<http://www.ict-innovation.fossfa.net/>



## Site Features:

**Profiles** – Create your own profile, advertise your FOSS skills and share your interests in FOSS and the ict@innovation programme

**Forums and Wiki** – Read and contribute to discussions and work processes by engaging in online discussions in the forum and collaborative text editing using the wikis

**Blogs** – read and discuss about current news and developments on FOSS related topics and the ict@innovation programme in the blogs

**Groups** – Join in online organizational activities by engaging in topic specific groups

The web portal is designed to keep its members in touch with current developments of the ict@innovation programme and other FOSS projects in Africa. It is also designed to host a community of persons interested in or working in the area of FOSS in Africa.

## Joining the ict@innovation Web Community

**The Benefits:** Why join? This website offers you the opportunity to get to know a range of persons working in related areas, as well as to advertise your skills and interests, to share and learn from other experts using the range of tools that enable active knowledge exchange for community members.

**Staying Informed:** Receive all blog posts and other website updates by email or RSS feed! In order for everyone to stay in touch with the programme and community activities, we offer an email-subscription and RSS feed service on all website services and news items (including blog posts, events, forum messages etc.).

Sign up on ict@innovation to join the community and stay updated:

<http://www.ict-innovation.fossfa.net/>

## Selected content of the Training course on Linux Admin Certification:

- System Architecture
- Linux Installation and Package Management
- GNU and Unix Commands
- Devices, Linux Filesystems, Filesystem Hierarchy Standard
- Shells, Scripting and Data Management
- User Interfaces and Desktops
- Administrative Tasks
- Essential System Services
- Networking Fundamentals
- Security

## In need of training on Linux system administration?

Contact the pool of more than 60 African ict@innovation expert trainers from 10 countries, who have been qualified in facilitating the course “ict@innovation: Linux Admin Certification” at <http://www.ict-innovation.fossfa.net/>

## Building trust and business through Linux System Administration Certification

Apart from fostering African FOSS Business Models, ict@innovation is engaged in action on "Linux Administration Certification" and "Developing innovative local FOSS Applications" (see page one). Please check the website for further information and upcoming opportunities at: <http://www.ict-innovation.fossfa.net/>

**The Linux Admin Certification Training of Trainers course** is an advanced training program which prepares the participants for the Linux Professional Institute (LPI) Level 1 certification exam. Trainers and FOSS experts will be enabled to obtain certification in Linux system administration and to develop, adjust and enhance material, that prepares others for LPI certification and to become Linux trainers in their own right.

Participants will receive intensive training on LPIC-1, and will also commit to book and sit the exams at the end of the training. They will also receive pedagogical training by imparting knowledge on how to be a FOSS trainer, FOSS Training as a Business, the organisation of trainings or communication skills and how to effectively train others in the subject, as well as training materials that will be developed in the project.

Download the course material here: <http://www.ict-innovation.fossfa.net/blp>



### FOSSFA – The Free Software and Open Source Foundation for Africa

FOSSFA is the premier African FOSS organisation, and was founded under the auspices of the Bamako Bureau of the African Information Society Initiative within the mandate given by African Governments in 1995 to the United Nations Economic Commission for Africa (UNECA). The Vision of FOSSFA is to promote the use of FOSS and the FOSS model in African development, and the organization supports the integration of FOSS in national policies. FOSSFA also coordinates, promotes, and adds value to African FOSS initiatives, creativity, industry, expertise, efforts and activities at all levels. FOSSFA partners with development organizations who share these goals towards a participatory and gender-mainstreamed sustainable development and the attainment of the Millennium Development Goals in Africa. FOSSFA is governed by a Council elected during Idlelo, from which the Executive is chosen. FOSSFA members may be individuals, organizations, development agencies or government FOSS bureaus. The former South African Minister of Public Service and Administration, Ms Geraldine Fraser-Moleketi is a FOSSFA present Patron. <http://fossfa.net/>

### GIZ - Broad-based expertise for sustainable development – under one roof

Working efficiently, effectively and in a spirit of partnership, GIZ supports people and societies in developing, transition and industrialised countries in shaping their own futures and improving living conditions. This is what the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is all about. Established on 1 January 2011, it brings together under one roof the long-standing expertise of the Deutscher Entwicklungsdienst (DED) gGmbH (German Development Service), the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (German technical cooperation) and Inwent – Capacity Building International, Germany. As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. GIZ is also engaged in international education work around the globe. <http://www.giz.de>

Through its OpenIT@GIZ programmes, GIZ strengthens IT sectors in Africa and Asia, fosters key innovations in Information and Communication Technologies (ICTs) for economic development, and supports its partners to use ICTs as enabling tools for poverty reduction. <http://www.it-inwent.org>

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**Cover page:** Map of Africa with percent of population per country that downloaded the new version of the Open Source Browser Firefox in June 2008. Colours = downloads.  
Source and credits: David Eaves, see <http://eaves.ca/2008/06/22/the-firefox-download-map-remixed/>