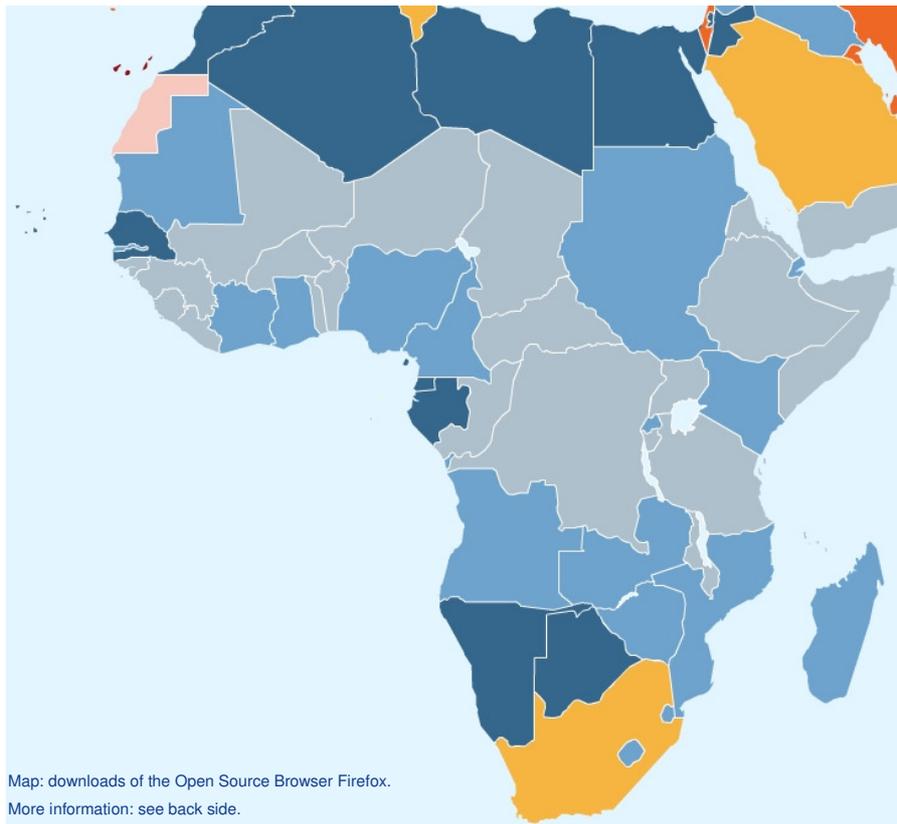


# ict@innovation

## 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 Southern or East 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



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

On behalf of



Federal Ministry  
for Economic Cooperation  
and Development



The Free Software and Open Source  
Foundation for Africa

inwent

Capacity Building International  
Germany

# 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 Southern and East 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 **InWEnt** - Capacity Building International, 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

**Main objective of ict@innovation** is to foster small and medium-sized enterprises (SME) in the field of Free and Open Source Software in Southern and East 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, particularly Ethiopia, Kenya, Malawi, Mozambique, Namibia, Rwanda, South Africa, Tanzania, Uganda, and Zambia  2011-2012: West and Central 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 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 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 engaged persons or institutions in holding these trainings.

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

## ict@innovation Timeline of Advanced FOSS Business Trainings



## 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 equipped to train others to create new business models or add on existing ones using FOSS. (see next pages)

## Are you a training institution or organisation working with or 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/wiki/public-wiki/african-foss-business-0>

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 2010
- Assist in localization of training materials
- Incorporate the models in business /entrepreneurship programmes/ curricula

**When?** ict@innovation's regional training of trainers will commence in July 2009. One regional training will take two weeks, requiring full time presence, preceded and followed by a 4-6 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 the following countries:

- Uganda
- Tanzania
- Mozambique
- South Africa

**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 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 one of the countries listed on page 1

Female applicants are especially encouraged to apply and are given higher priority at the same level of qualification.

More information on eligibility criteria and application process is online, see [www.ict-innovation.fossfa.net/call](http://www.ict-innovation.fossfa.net/call)

### How to apply?

a) Individuals: Write an application letter explaining why you would like to participate and become a FOSS business trainer, and how you plan to act as a multiplier on a national level. Please include a description of present institutional affiliation and main activities as well as a supporting letter from your employer who supports you in attending this training of trainer course.

b) Institutions: contact ict@innovation to become an outreach partner, see p. 2.

Please provide:

- Profile of institution/company and CV of the participating personnel
- Short application letter (refer to criteria listed above). Please use the form online at: [www.ict-innovation.fossfa.net/call](http://www.ict-innovation.fossfa.net/call)
- Letter of recommendation from employer, association or contractor for similar engagements

Send the documents and application form to the **ict@innovation contact Africa**, Mr George G. Nyambuya (contact details see back page or website) and Mr Kofi Kwarko: [kofik@aiti-kace.com.gh](mailto:kofik@aiti-kace.com.gh)

# The ict@innovation 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

## Online Community Membership

*Do you have a FOSS project or initiative you wish to interest others in? Do you want to contribute to the ict@innovation programme in a specific way?*

The ict@innovation portal offers functions for those of you, who want to engage more actively in the community or programme – The blog is open for all community members to share relevant news and views. Also, all community members can create groups to share files, manage events, and engage in private discussions on relevant topics. The different training programmes will later on all have their own group to collaborate online.

All services of this site are free of charge.

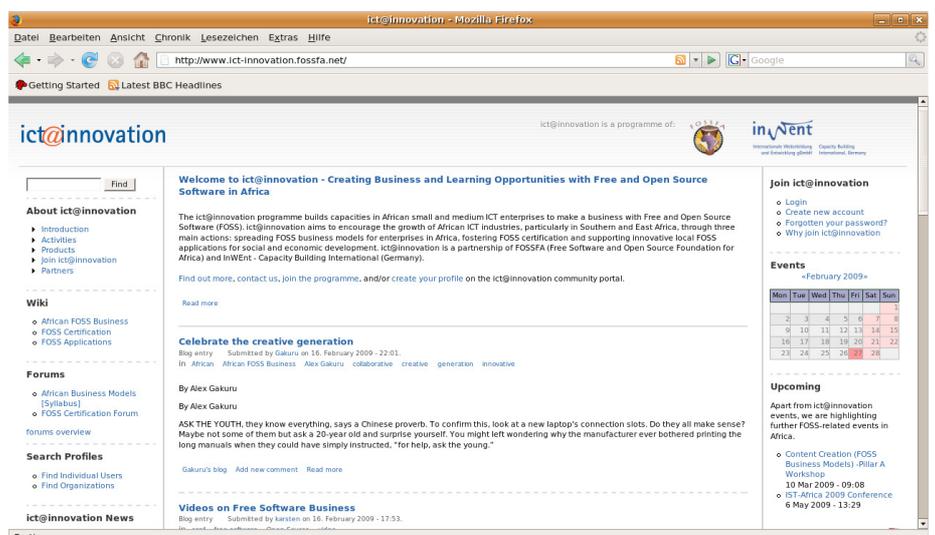
The web portal is designed to keep its members in touch with current developments of the ict@innovation programme and other FOSS projects in Africa. It is also designed to host a community of persons interested in or working in the area of FOSS in Africa and to enable participatory management of the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

## 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.

**Becoming a Member:** You can become a member of this community by registering on the site and creating a profile, indicating your interests and skills in FOSS. This will enable you to contribute to the website fora and wikis, to join in knowledge exchange with other persons interested in FOSS and/ or involved in the ict@innovation programme.

**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.). You find RSS icons to subscribe to feeds at the bottom of the sections that offer subscriptions. You can manage email subscriptions as a registered user under "My account" > "Subscriptions".



The screenshot shows the ict@innovation website interface. The main heading is "Welcome to ict@innovation - Creating Business and Learning Opportunities with Free and Open Source Software in Africa". The page is organized into several columns and sections:

- Navigation:** A top menu with "Datei", "Bearbeiten", "Ansicht", "Chronik", "Lesezeichen", "Extras", and "Hilfe".
- Search:** A search bar with the text "Find".
- Left Column:**
  - About ict@innovation:** Links to Introduction, Activities, Products, Join ict@innovation, and Partners.
  - Wiki:** Links to African FOSS Business, FOSS Certification, and FOSS Applications.
  - Forums:** Links to African Business Models (Syllabus) and FOSS Certification Forum.
  - Search Profiles:** Links to Find Individual Users and Find Organizations.
  - ict@innovation News:** A section for news items.
- Right Column:**
  - Welcome to ict@innovation:** A main introductory text block.
  - Join ict@innovation:** Links for Login, Create new account, Forgotten your password?, and Why join ict@innovation.
  - Events:** A calendar for February 2009.
  - Upcoming:** A list of upcoming events, including "Content Creation (FOSS Business Models) - Pillar A Workshop" on 10 Mar 2009 and "ICT Africa 2009 Conference" on 6 May 2009.
- Featured Content:**
  - Celebrate the creative generation:** A blog entry by Alex Gakuru, dated 16 February 2009, discussing the importance of youth in ICT.
  - Videos on Free Software Business:** A section for video content.

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

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



## 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/>

## InWEnt – Qualified to Shape the Future

InWEnt – Capacity Building International, Germany, is a non-profit organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Our capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society. We are commissioned by the German federal government to assist with the implementation of the Millennium Development Goals of the United Nations. In addition, we provide the German business sector with support for public private partnership projects. Through exchange programmes, InWEnt also offers young people from Germany the opportunity to gain professional experience abroad. <http://www.inwent.org>

Through its it@inwent programmes, InWEnt 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>

<p><b>ict@innovation contact Africa</b> George G. Nyambuya</p> <p>Phone +27 (0)12 423 6313 Fax +27 (0)12 342 8594 Fax-E-mail: +27 (0) 866280917 E-mail: <a href="mailto:george.nyambuya@inwent.co.za">george.nyambuya@inwent.co.za</a></p> <p>Website: <a href="http://www.ict-innovation.fossfa.net">www.ict-innovation.fossfa.net</a></p> <p>More info on George is online: <a href="http://www.ict-innovation.fossfa.net/blog/george-g-nyambuya/who-george-george-and-ict-innovation">http://www.ict-innovation.fossfa.net/blog/george-g-nyambuya/who-george-george-and-ict-innovation</a></p>	<p><u>Postal address:</u> P.O. Box 13630 Hatfield 0028 South Africa</p> <p><u>Physical address:</u> InWEnt - Capacity Building International, Germany SADC Regional Office Hatfield Gardens Block E, Ground Floor 333 Grosvenor Street Hatfield, Pretoria</p>
<p><b>ict@innovation contacts Europe</b> Petra Hagemann &amp; Balthas Seibold</p> <p>Phone +49 228 4460-1382 Fax +49 228 4460-1113 Email: <a href="mailto:petra.hagemann@inwent.org">petra.hagemann@inwent.org</a></p>	<p>Internationale Weiterbildung und Entwicklung gGmbH Capacity Building International, Germany Friedrich-Ebert-Allee 40 53113 Bonn, Germany Phone +49 228 4460-0 Fax +49 228 4460-1766 <a href="http://www.inwent.org">www.inwent.org</a></p>

**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/>



OSISA  
Open Society Initiative  
for Southern Africa