

# ***Why Do We Digitalize?***

Contextualizing and Sustaining the Transformation in Systems



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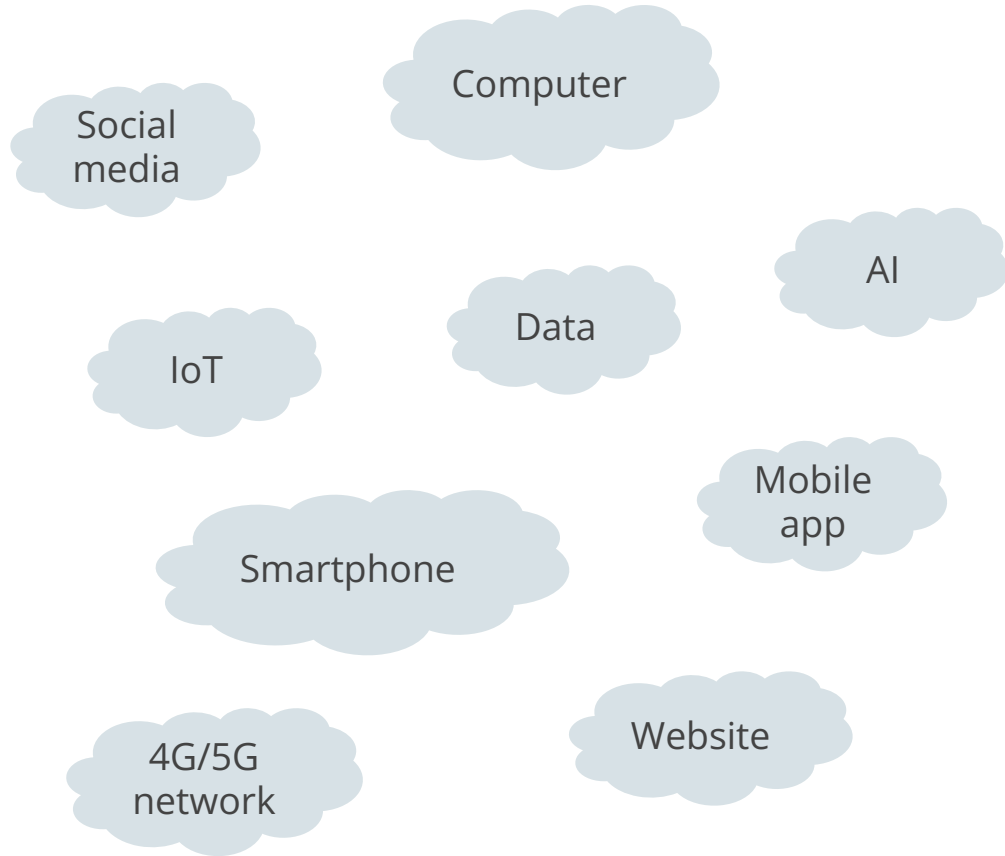
**Digitization**

**Digitalization**

**Digital Transformation**

# Digitization

Convert analogue  
into digital



# Digitization ► Digitalization

Convert analogue  
into digital

Optimize processes  
and operations



**TECH TALK PARTNER FORUM**

Creating a Digital Sustainable Eco-System

[mzuzuehub.org/documents](https://mzuzuehub.org/documents)

## **Digitization**

Convert analogue  
into digital



## **Digitalization**

Optimize processes  
and operations



## **Digital Transformation**

Drive cultural change and foster  
innovation



# About the theme



**Digitalization**

How people/organizations behave with digital tools

**Digital Transformation**

**Economic Empowerment**

Socio-economic opportunity for diverse populations

**Innovation**

Making the future tangible



# Challenge — *Adaptation*

## **One-size-fits-all approaches**

The “best practices” won’t apply to the particular organizations/people

- ☁ Cookie-cutter computer education program
  - ☁ Use new technology (AI, Blockchain, IoT, ...) because it’s trending globally
- Acknowledge local contexts





# Challenge — *Penetration*

## **Short-sighted “innovation”**

Low-quality, prototype-grade, and unused outputs that don't last longer

- ☁ New revenue-generating product that looks attractive but nobody actually uses
- ☁ Keep working on a “prototype” for years
- ▶ Take sustainability into account  
(i.e., long-term perspective)



# Challenge — *Segmentation*

## **Oversimplification of problems**

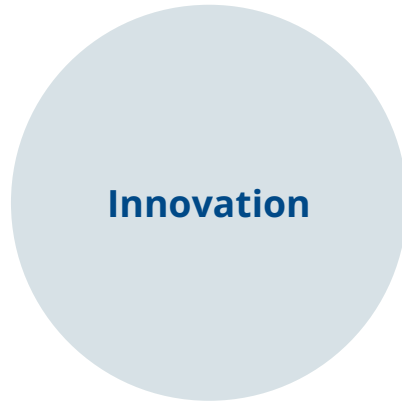
Addressing one issue depending on many factors won't change anything fundamentally

- ☁ Data is clean, accurate, and beautiful, but stakeholders aren't ready to consume it
- ☁ Start new business, but the lack of supporting laws/policies makes operation hard

► Communicate, coordinate, collaborate



Digital transformation *is* complex.

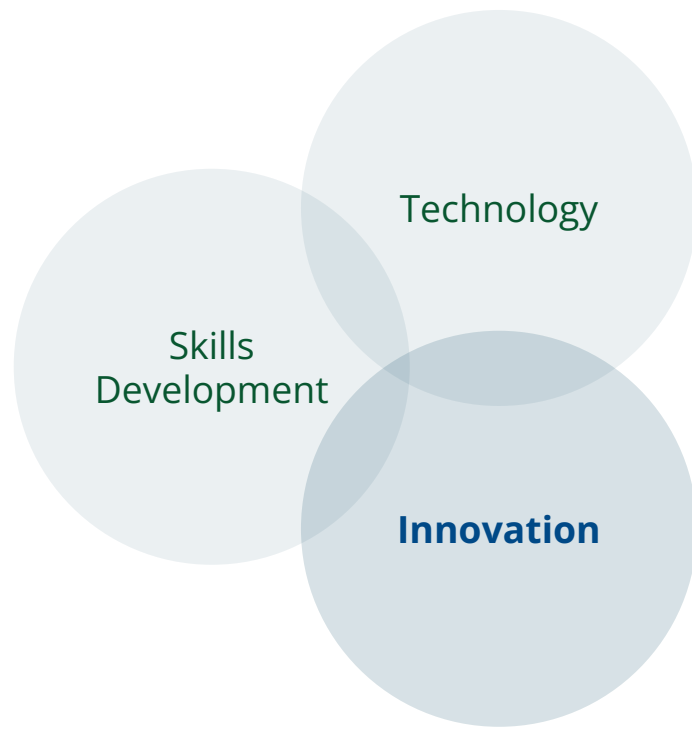


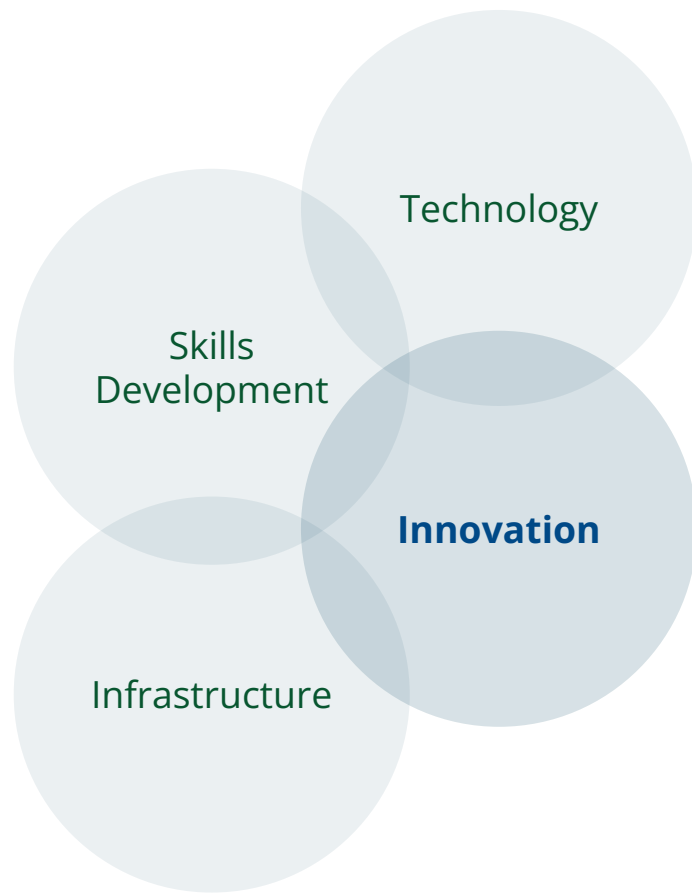


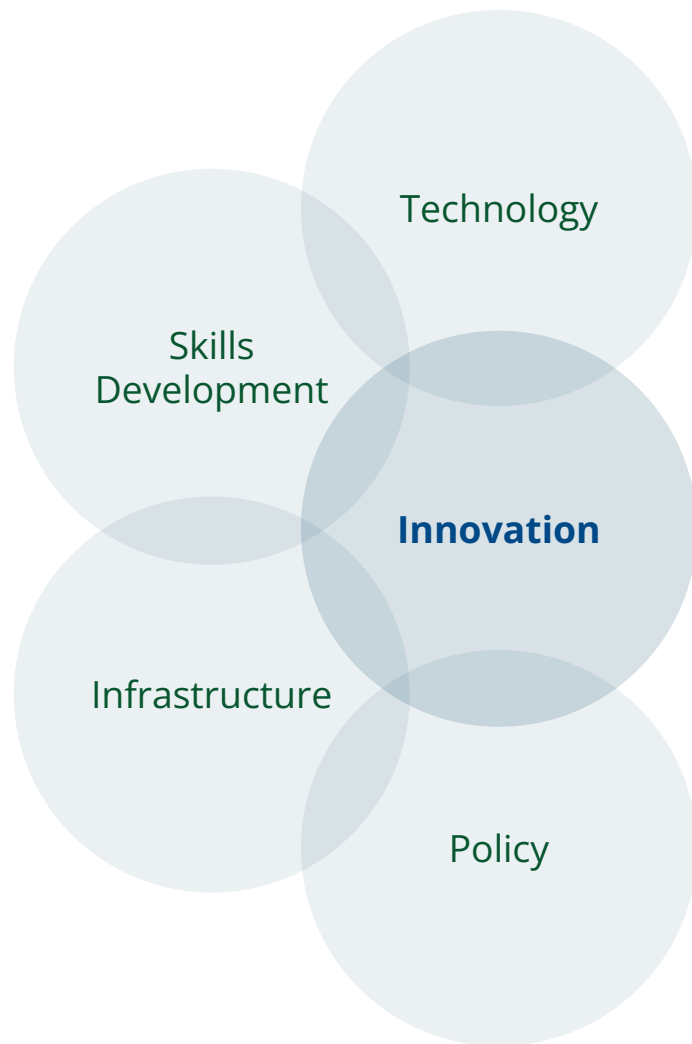
Technology

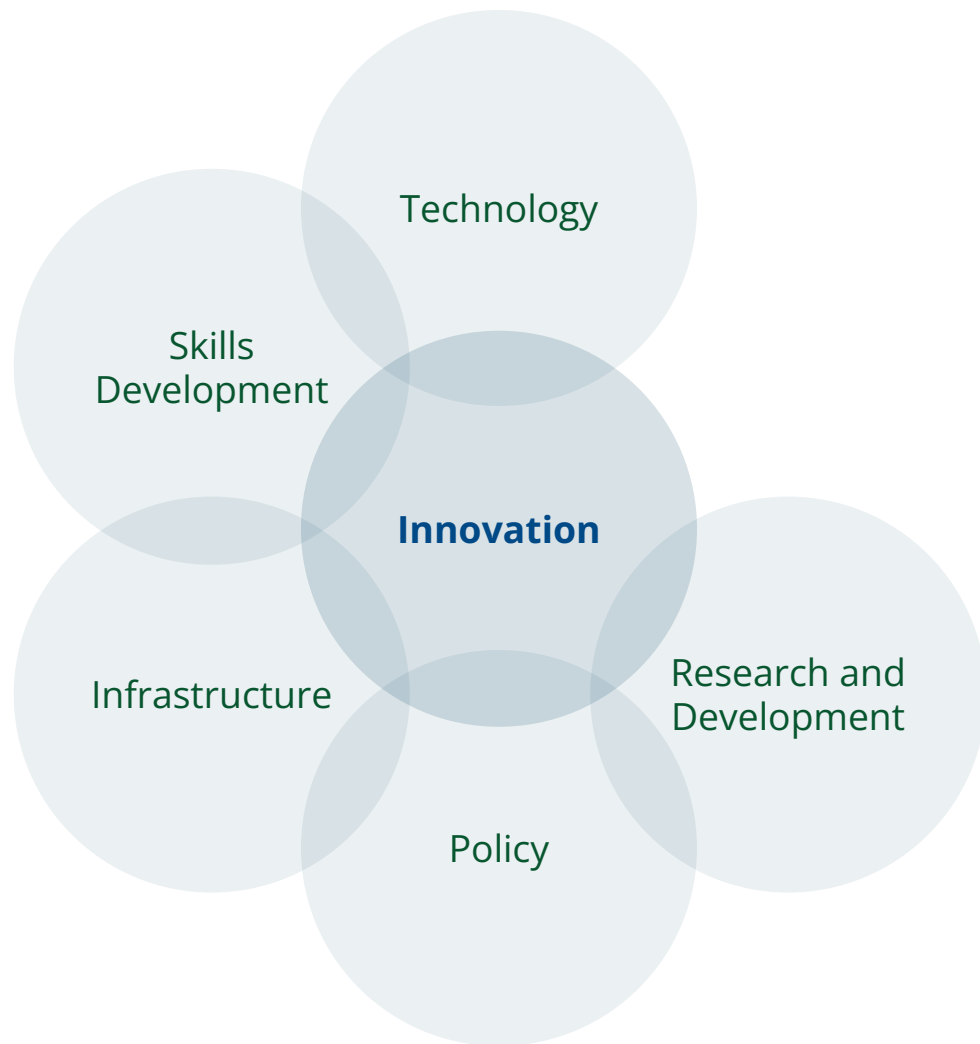
A Venn diagram consisting of two overlapping circles. The top circle is light gray and labeled 'Technology'. The bottom circle is a darker shade of gray and labeled 'Innovation'. The two circles overlap in the center, creating a darker gray intersection area.

**Innovation**

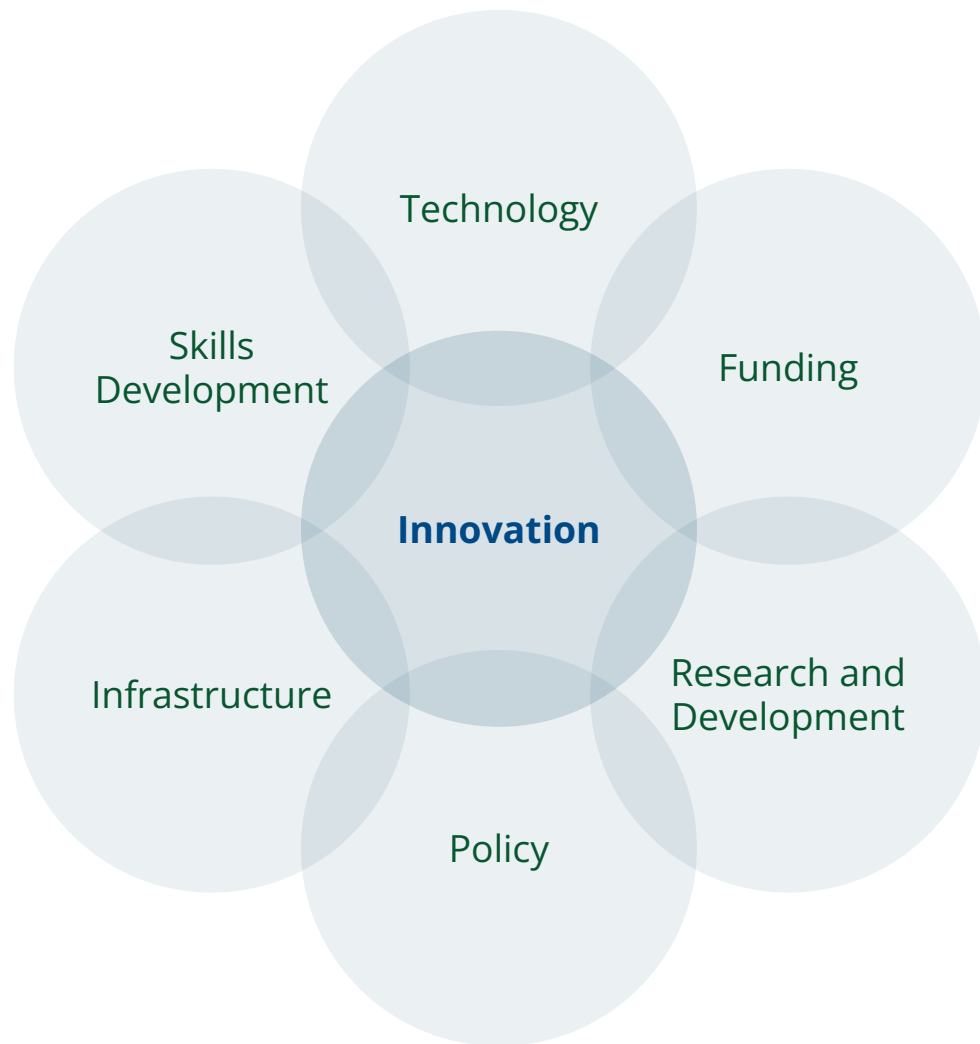














## Contextualize

*Optimize & prioritize for Malawi*

## Sustain

*Work collectively for long-term*

JAN  
2024

# MALAWI

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

From **Digital 2024: Malawi**

<https://datareportal.com/reports/digital-2024-malawi>



MALAWI

TOTAL  
POPULATION



we  
are  
social

**21.20**  
MILLION

YEAR-ON-YEAR CHANGE

**+2.6%**  
**+535 THOUSAND**

URBANISATION

**18.5%**

CELLULAR MOBILE  
CONNECTIONS



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**11.77**  
MILLION

YEAR-ON-YEAR CHANGE

**+4.4%**  
**+497 THOUSAND**

TOTAL vs. POPULATION

**55.5%**

INDIVIDUALS USING  
THE INTERNET



**5.86**  
MILLION

YEAR-ON-YEAR CHANGE

**+2.6%**  
**+148 THOUSAND**

TOTAL vs. POPULATION

**27.7%**

SOCIAL MEDIA  
USER IDENTITIES



**1.30**  
MILLION

YEAR-ON-YEAR CHANGE

**+73.4%**  
**+550 THOUSAND**

TOTAL vs. POPULATION

**6.1%**

**SOURCES:** U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE **NOTES ON DATA**.

we  
are  
social

Meltwater

# Focus on local contexts — Huge potential in the country



Malawi has:

More than

**50%** of

**age <18** populations

More than

**80%** of

**rural** populations

Around

**80%** of the population

relying on **agriculture** for their livelihoods  
(more than 60% of total employment, incl. fisheries)

*What if their life/work is **digitized**, **digitalized**, and **transformed**?*

# Yet, don't overlook the big picture — *How?*

**1. Check reality:** So far in Malawi, *who* did *what* (to *whom*)? *What* were the results?

- ✓ Elaborate “Malawi context”
- ✓ Illustrate relationships between stakeholders

**2. Reveal stakeholders' motivation:** *Why* is each stakeholder acting in such a way?

**3. Think long-term:** If we keep going, how does the future look like?

- ✓ Identify the gaps between our hope vs. reality





- What is an **essential problem** we have to collectively tackle?
- What is the **most critical metric** we need to optimize?
- Who are **key stakeholders** who must be involved from the beginning? Their roles?
- What can **YOU** do?

# AfriLabs x Malawi City Technology & Innovation Meetup





## Planning for Your Next Project

- Consider specific dataset(s) that you already have
-  Define a BI project with its objectives, audiences, and requirements
-  Prototype a dashboard
- Example: Malawi's digital development and economic implications
  - Digital development
    - UN's International Telecommunication Union (ITU) publishes data and a dashboard for the state of digitalization across the globe
      - <https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>
      - <https://www.itu.int/en/ITU-D/Statistics/Dashboards/Pages/Digital-Development.aspx>
    - According to the data, it is estimated that individuals using the Internet are 27.7% of the population in Malawi
      - <https://datareportal.com/reports/digital-2024-malawi>



## Workshop: Mastering Business Intelligence

# ***Why do we digitalize?*** — Vision, mission, strategy

To/with ***whom?*** — People

Digitalize ***what?*** — Scope and priority

At ***where?*** — Situational context

***When?*** — Timing and market readiness

***How?*** — Process and operation

**Digital Transformation**



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graph LR; A[Digital Transformation] --> B[Economic Empowerment  
Socio-economic opportunity for diverse populations]
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**Economic Empowerment**

Socio-economic opportunity for diverse populations



# Recommendations

## Contextualize

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Start digital transformation from the field — by understanding your people

Prioritize issues by their urgency, relevance, cost, and downstream impact

Be agile and bottom-up — don't wait until *"it's 100% ready"*

## Sustain

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Work collectively with diverse people, between locality and global dynamics

Talk about externalities — environment, mental health, economy

Invest in quality — security, scalability, robustness



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