

# *Why Do We Digitalize?*

Contextualizing and Sustaining the Transformation in Systems



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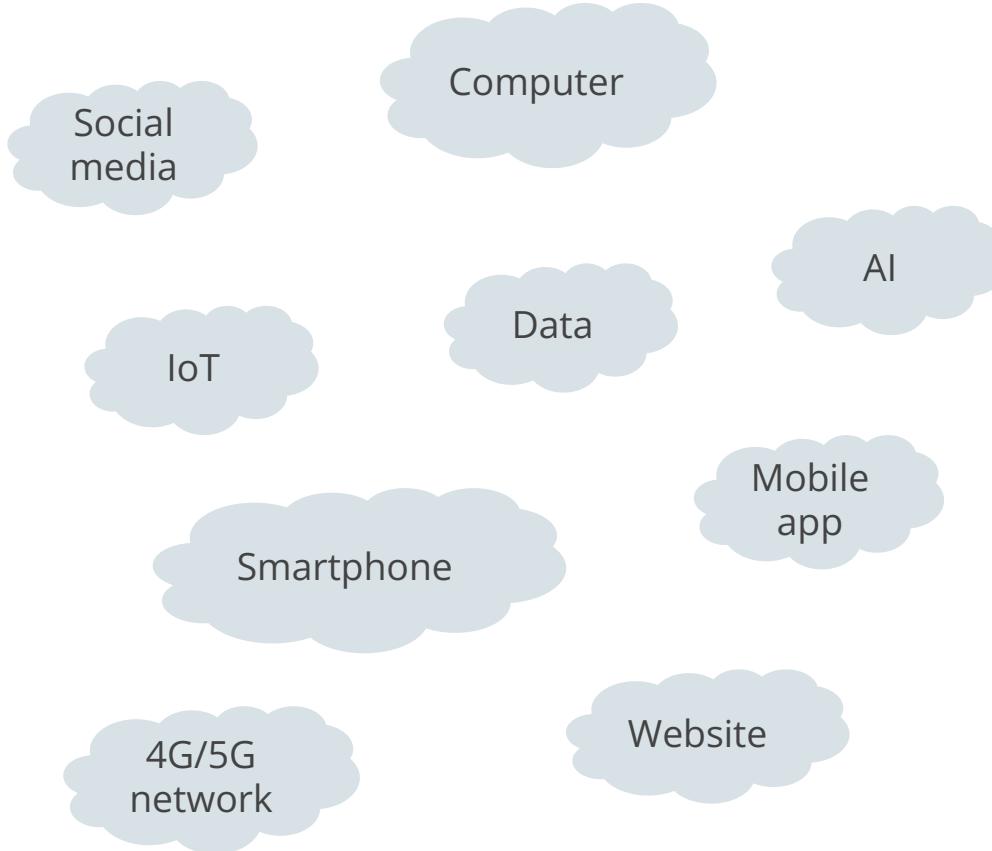
**Digitization**

**Digitalization**

**Digital Transformation**

# Digitization

Convert analogue  
into digital



# Digitization ➤ Digitalization

Convert analogue  
into digital

Optimize processes  
and operations



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

## Digitization

Convert analogue  
into digital

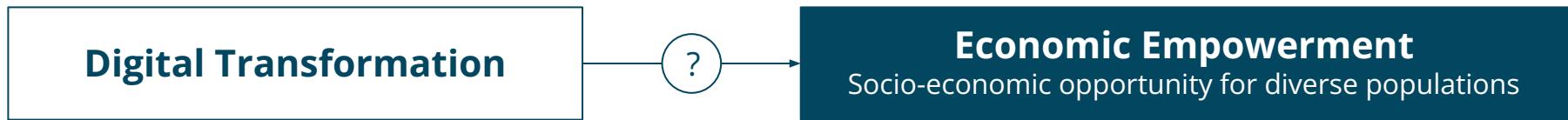
## Digitalization

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*

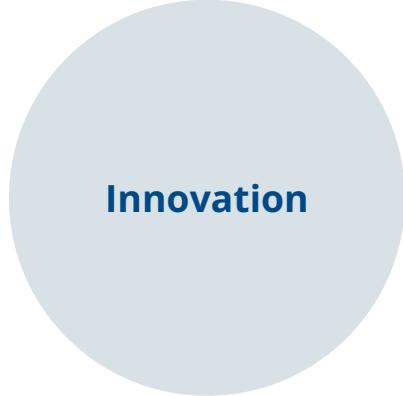
## **Oversimplification of problems**

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

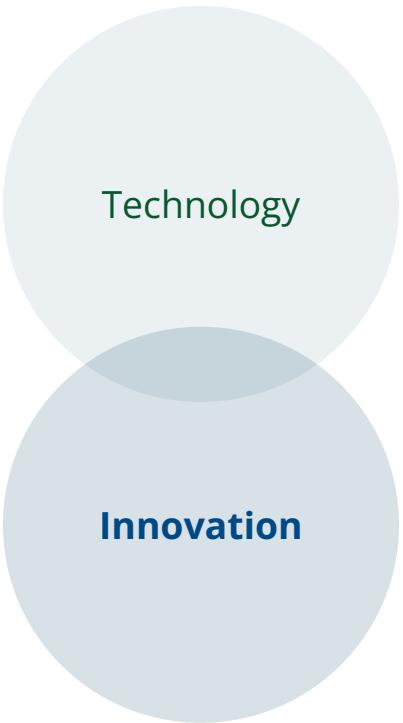
- Data is clean, accurate, and beautiful, but stakeholders aren't ready to consume it
- Start new business, but the lack of supporting laws/policies makes operation hard
- Communicate, coordinate, collaborate



Digital transformation *is* complex.

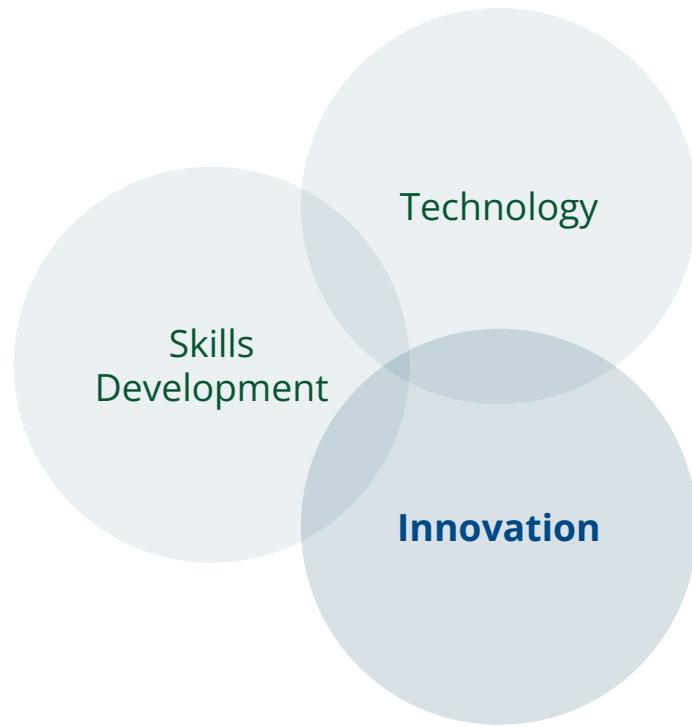


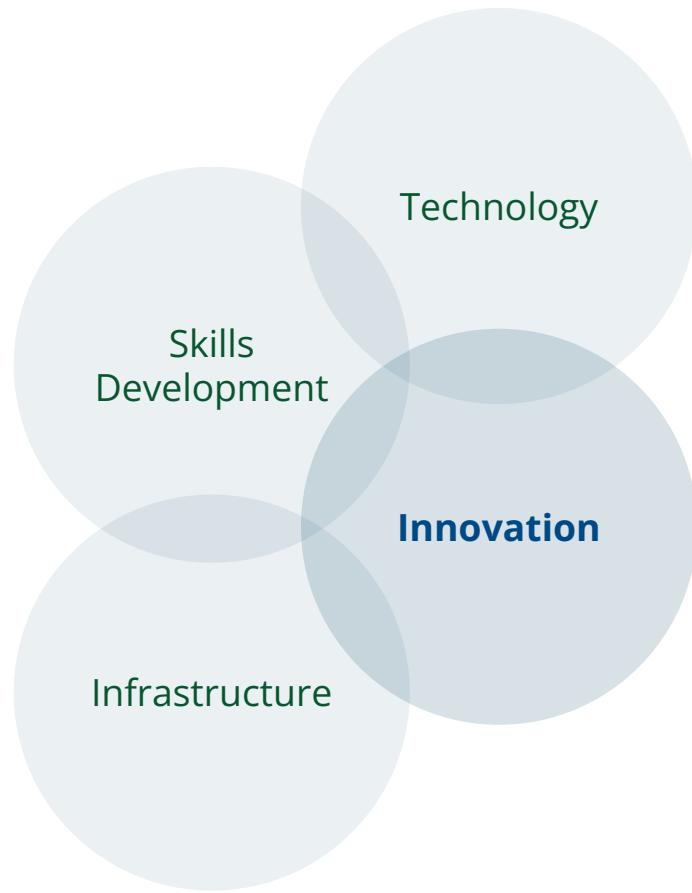
Innovation

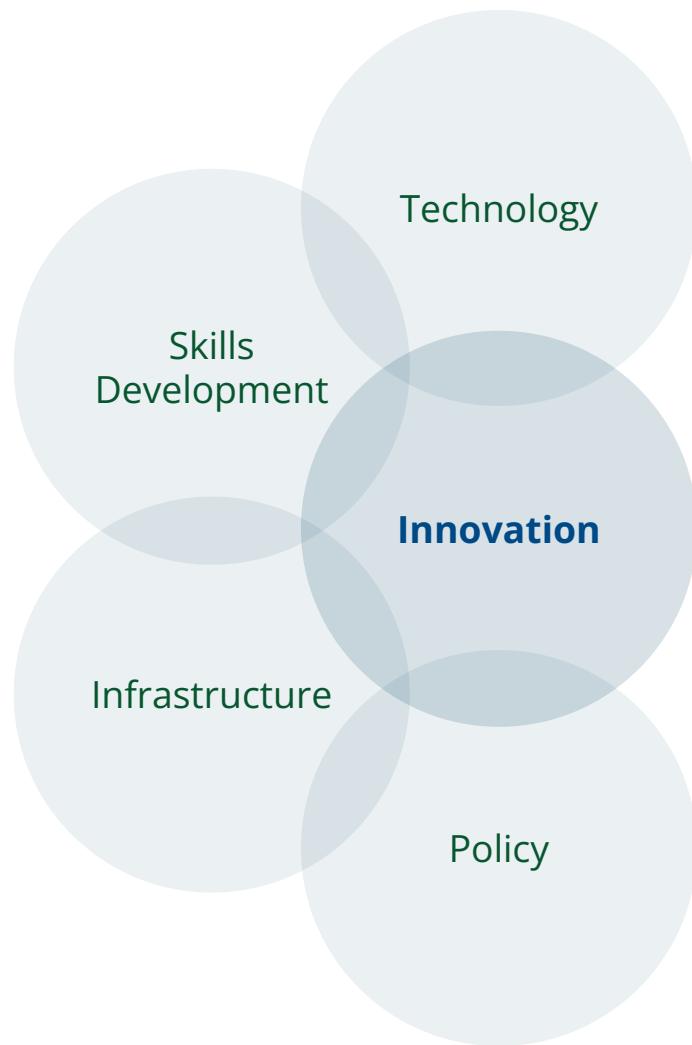


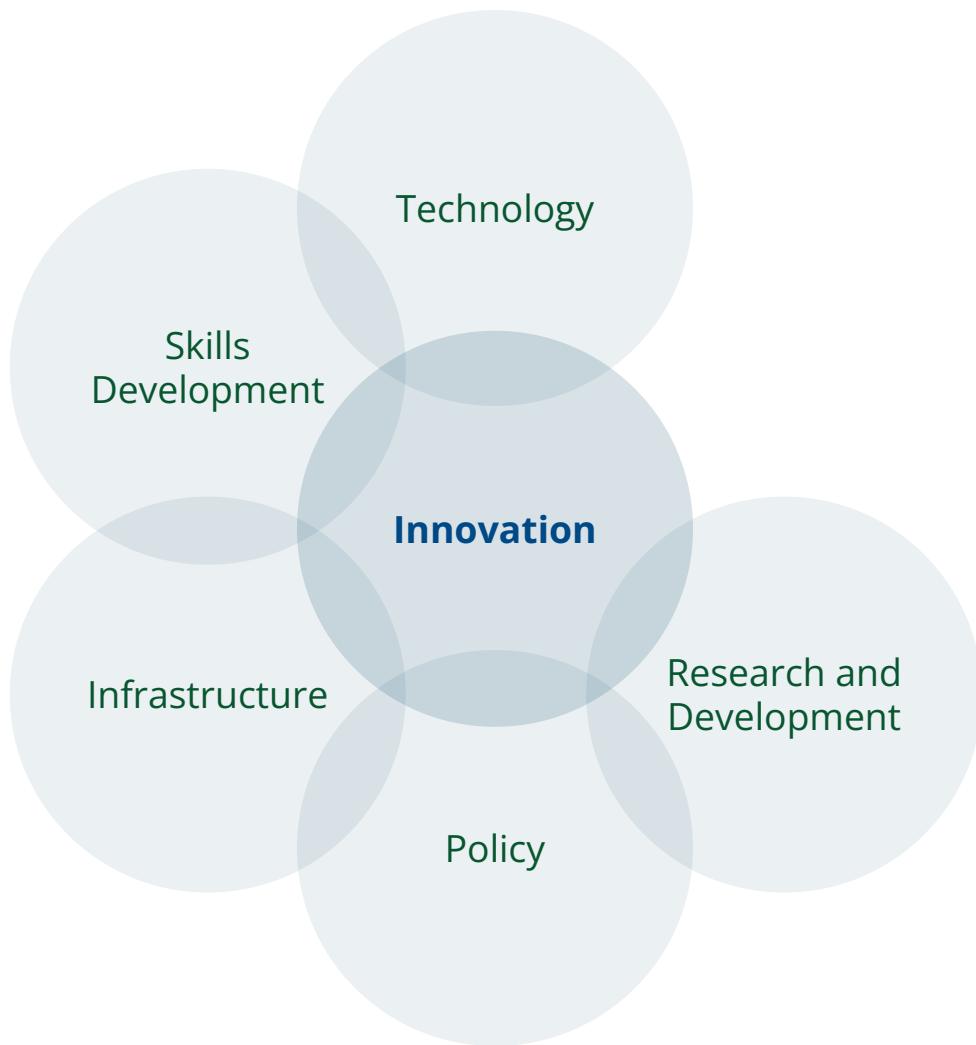
Technology

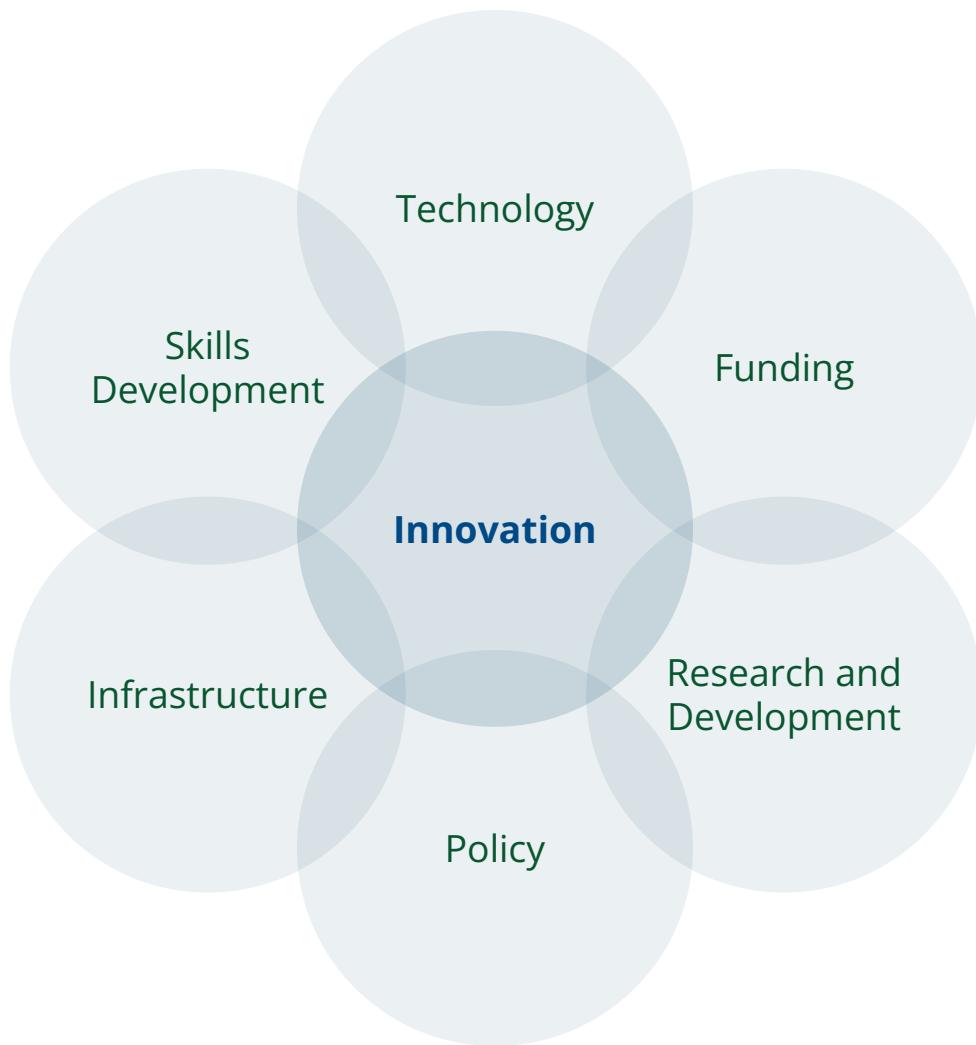
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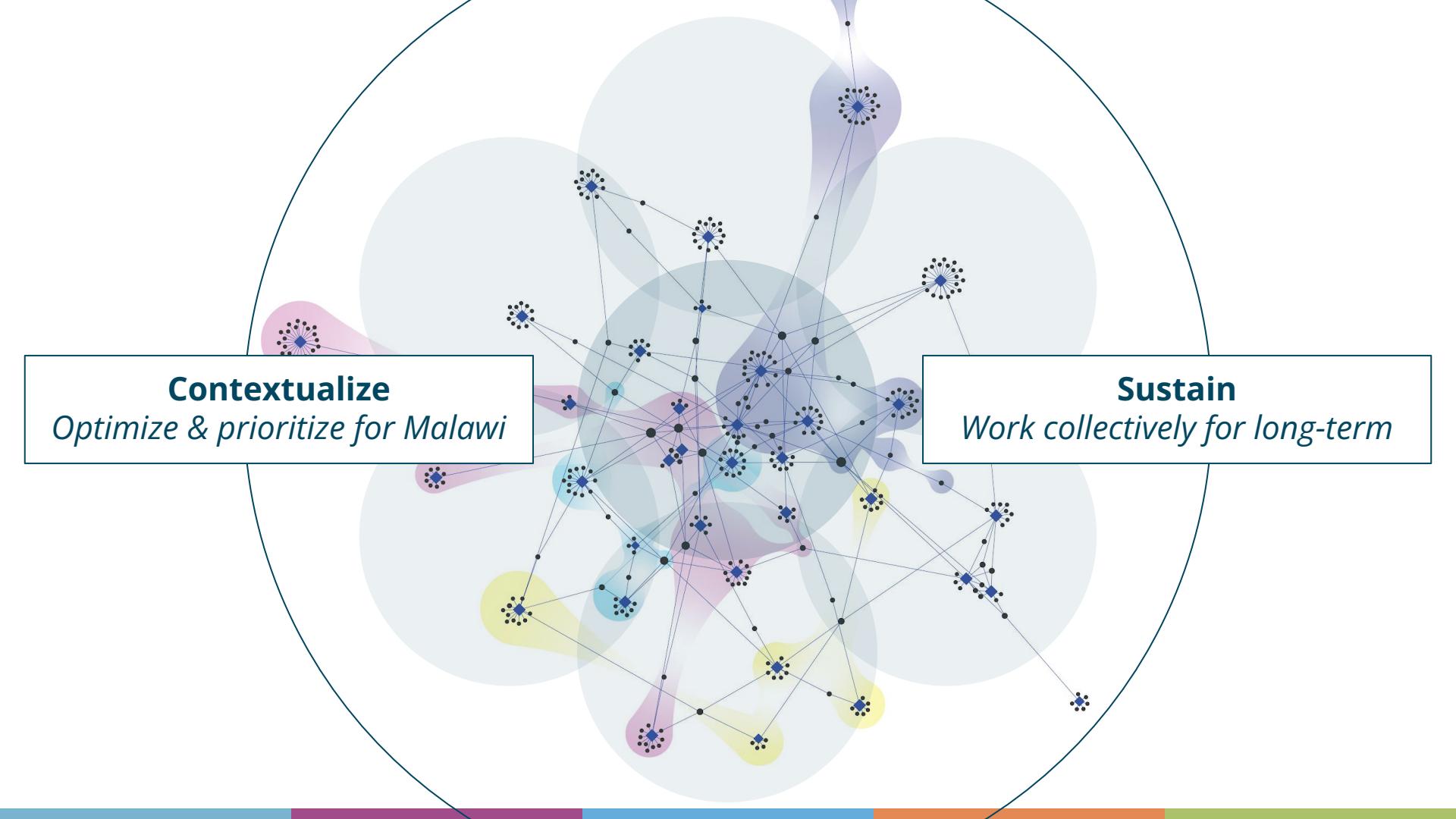












## Contextualize

*Optimize & prioritize for Malawi*

## Sustain

*Work collectively for long-term*

TOTAL  
POPULATION

**21.20**  
MILLION

YEAR-ON-YEAR CHANGE

**+2.6%**  
+535 THOUSAND

URBANISATION

**18.5%**CELLULAR MOBILE  
CONNECTIONS

**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%**

# 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://datareporter.com/reports/digital-2024-malawi>

# Workshop: Mastering Business Intelligence



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

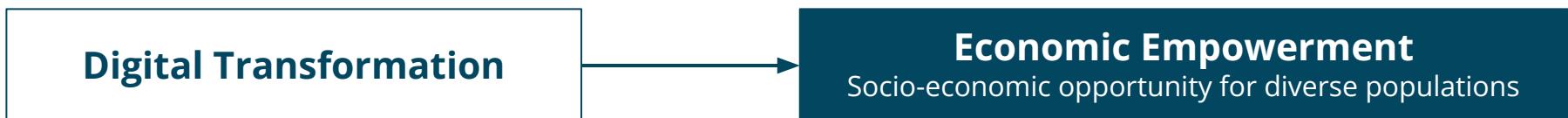
**To/with whom?** — People

**Digitalize what?** — Scope and priority

**At where?** — Situational context

**When?** — Timing and market readiness

**How?** — Process and operation



# 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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