

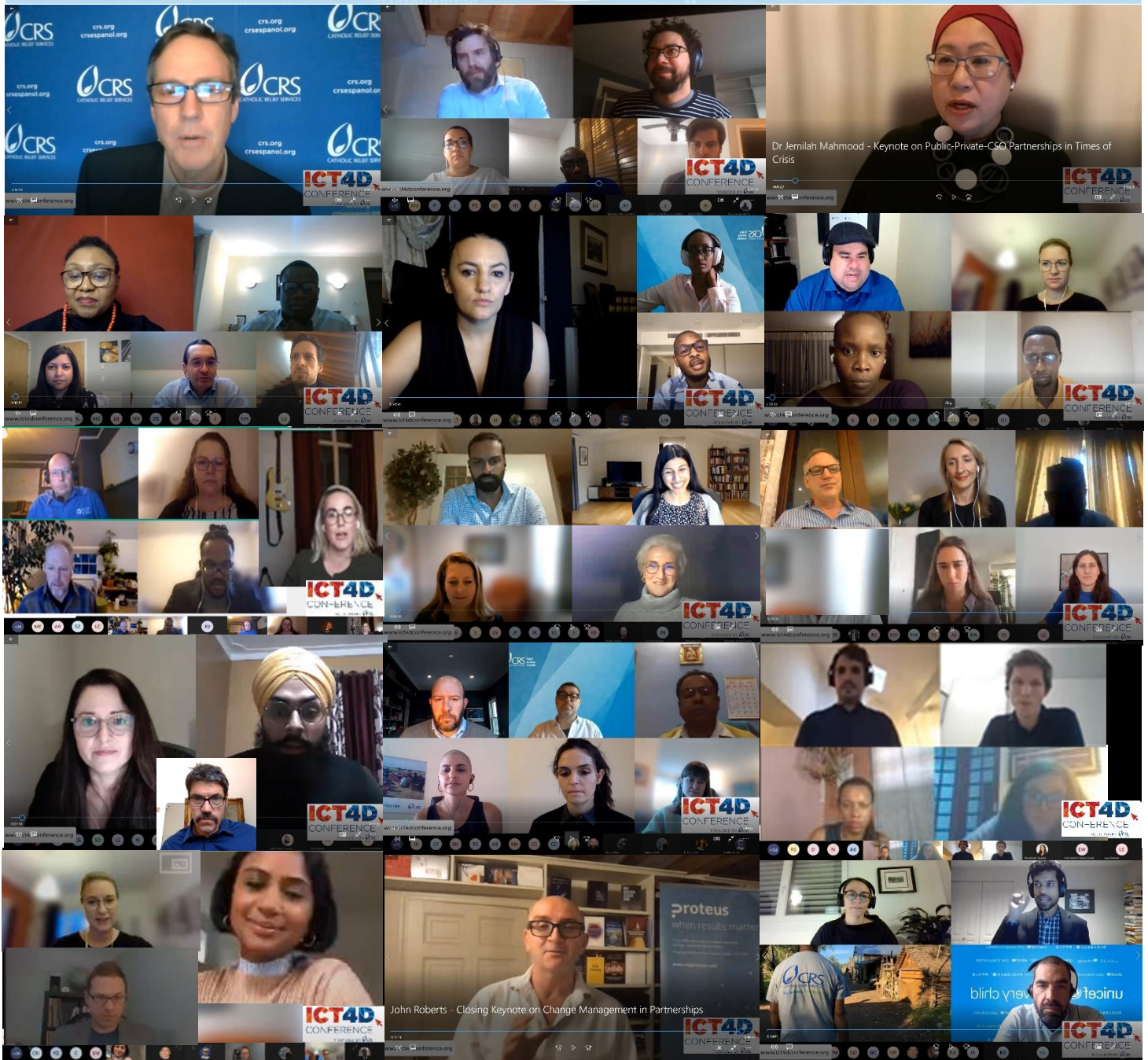
Post-Event Report

Partnerships

ICT4D

CONFERENCE

FOUNDED BY  **OCRS**



The **ICT4D Partnerships Conference 2021** took place on January 12 with close to one thousand global actors involved in digital development and humanitarian response collaborations.

<https://www.ict4dconference.org/program/ict4d-partnership/>

Objectives

- Strengthening cross-sector partnerships in times of physical distancing
- First-hand advice on responsible data sharing, ethical considerations, and capacity building
- Good practice for establishing, maintaining, and evaluating strategic collaborations.

Partners

CRS is very grateful to our content partners shaping the agenda:



Metrics



26 Sessions: 3 keynotes, 12 conference sessions, 11 networking discussions
Total 6.5 hours of content



53 Speakers from 41 organizations
28 ♂, 25 ♀



1,825 Registrations until the event (Jan 12), 1990 in total
900+ Participants at the live conference sessions*



94 Countries represented
~39% Participants located in **low and middle income countries***
340+ Different organizations attended



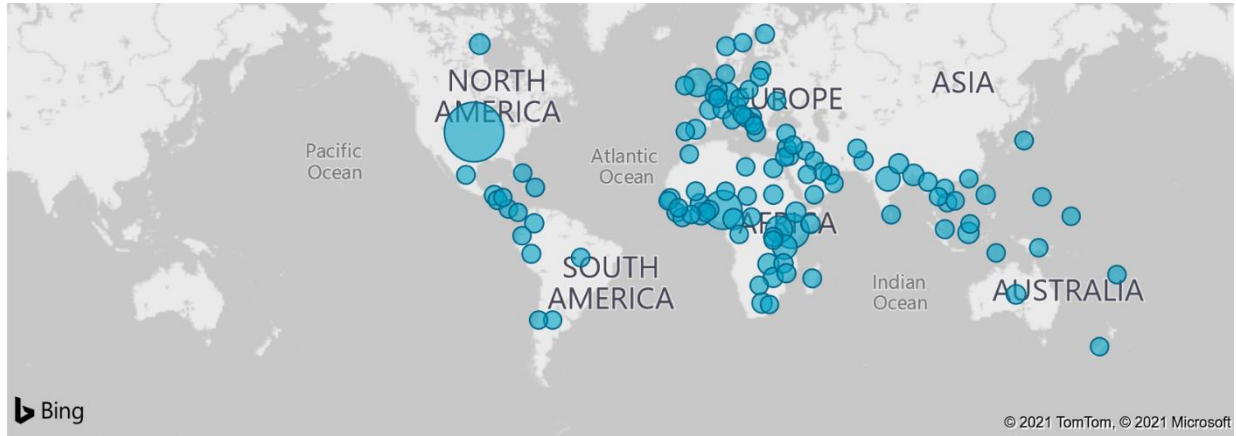
1,230 Active users on event platform Pathable
32,000+ Pageviews on Pathable
480+ Private messages sent via Pathable

* 897 unique and identifiable participants in MS Teams sessions during the conference, plus 378 anonymous logins

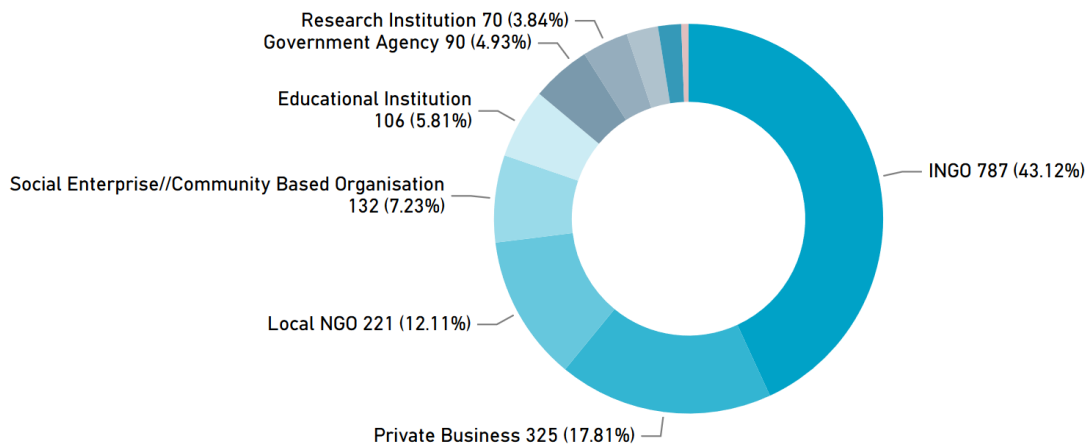
* out of 897 identifiable participants, 350 located in LMIC, anonymous logins not considered

Audience

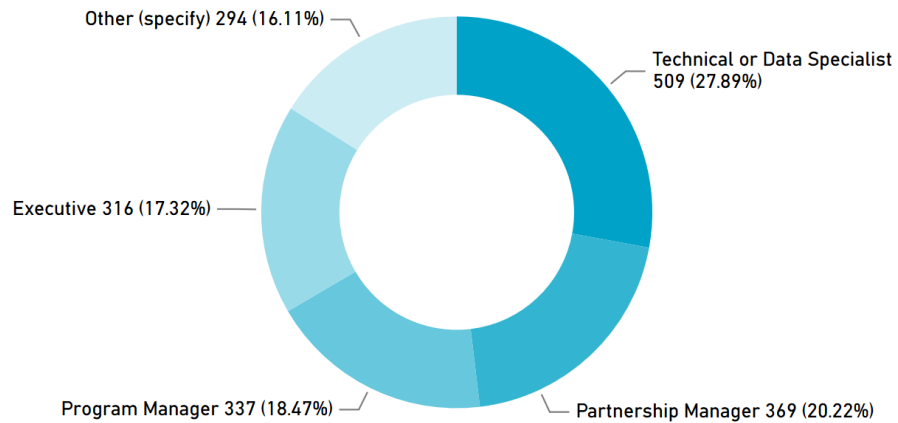
On January 12, we were joined by 900-1200 participants from at least 94 countries. In total 1,825 registrations from 100 countries:



Type of Organization



Job Category



[Link to detailed audience profile](#)

Session Name	Attendance
Multi-sector Partnerships to Protect Children Online	48
Driving AI Partnerships for Global Health Impact	70
Designing for Data Literacy	71
Be Collaborative- A Fireside Chat on Principles and Partnerships	78
Supporting Local and National Ownership of GIS Capacity in Humanitarian Action	79
Supporting Local Partners During COVID-19 and Beyond	82
Brand Activism Facebook, WhatsApp, Instagram and Plan International Collaborate for Girls' Safety	101
Designing Information Systems with Health and Supply Chain End Users	102
Ed-tech Partnerships for Digital Capacity Building	102
Innovating Together: New Partnership Models for Co-creation	154
Connectivity: Roles of Private, Public and Civil Society Institutions in Bridging the Digital Divide	169
Partnering for Scale and Building Sustainable Digital Ecosystems	169
PM Keynote on Change Management in Partnerships	~144-235
AM Keynotes on Local Leadership, and Private-Public-SCO Partnerships in Times of Crisis	~365-650

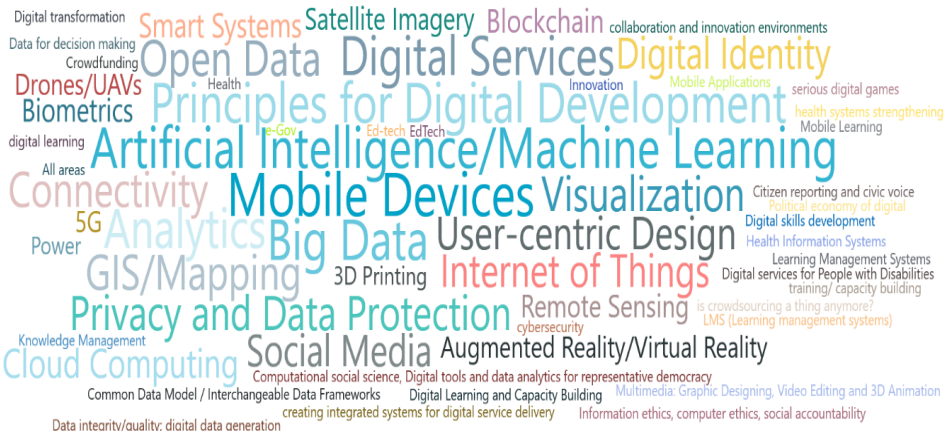
Sector of Greatest Interest



Top 5

1. Education & Digital Literacy
2. COVID-19 Response
3. Responsible Data & Information Security
4. Humanitarian Response & Resilience
5. Digital Diversity

ICT4D Technology/ Data centric Themes of Greatest Interest



Top 5

1. Mobile Devices
2. AI & Machine Learning
3. Big Data
4. Principles for Digital Development
5. Analytics

15 Conference Sessions & Speakers

Local Leadership	Sean Callahan, President and CEO, Catholic Relief Services
Private-Public-CSO Partnerships in Times of Crisis	Dr. Jemilah Mahmood, Special Advisor to the Prime Minister of Malaysia
Partnering for Scale and Building Sustainable Digital Ecosystems	Lukas Borkowski, Director of European Partnerships, Viamo Michael Brossmann, Head of Component, PrAda in Madagascar, GIZ Laura Sheridan, Head of Youth Empowerment Program, UNDP Pakistan Regine Theodat, Country Manager Haiti, Viamo
Brand Activism: Facebook, WhatsApp, Instagram and Plan International Collaborate for Girls' Safety	Heta Fell, Brand Advocacy and Activism Manager, Plan International Nora Lindstrom, Global Lead for Digital Development, Plan International David Ryan Polgar, Founder, All Tech Is Human
Supporting Local and National Ownership of GIS Capacity in Humanitarian Action	Olivier Cottray, Director of Humanitarian Solutions, Esri Joseph Muhlhausen, Head of Drone & Data System, WeRobotics Leka Tingitana, Tanzania Flying Labs Adawale Adegoke, Nigeria Flying Labs Dania Montenegro, Panama Flying Labs
Designing Information Systems with Health and Supply Chain End Users	Deo Kimera, USAID GHSC-PSM Ghana Country Director, Chemonics Phil Lule, LMIS Advisor, Chemonics Leah McManus, HRH2030 Indonesia Project Lead, Chemonics Gladys Muhire, Supply Chain Regional Technical Advisor, CARO, CRS
Connectivity: Roles of Private, Public, and Civil Society Institutions in Bridging the Digital Divide	Fatema Kothari, Senior Program Manager Airband, Microsoft Olu Olutola, Regional Connectivity & Digital Advisor, USAID Genaro Cruz, Director of Policy, Digital Inclusion Programmes, GSMA Onica Makwakwa, Africa Lead, Alliance for Affordable Internet (A4AI) Duncan Drury, Connectivity, Infrastructure & Energy Associate, NetHope
Innovating Together: New Partnership Models for Co-creation	Talia Dweck, ICT Specialist, Center for Digital Acceleration, DAI Global Paul Moseley, CEO, BonRezo Lucie Schnitzer, Head of Community, Omdena Leila Toplic, Lead for the Emerging Technologies Initiative, NetHope
Supporting Local Partners During COVID-19 and Beyond	Alberto Andretta, Technical Director, PIQA, Catholic Relief Services Jenny Burns, Senior Program Officer Digital, Christian Aid Rev. Fr. Amal Raj, Forum Director, Bihar Region, India Souraya Frem Baroud, President and Co-Founder, CDLL, Lebanon Maya Rao, PM MEAL, RRM/USAID – Kisili, Catholic Relief Services Mali Jesus Melendez Vicente, Senior Technical Advisor, Data & Digital Dev., IREX
Multi-sector Partnerships to Protect Children Online	John Zoltner, Senior Advisor, Tech. for Dev. & Innovation, Save the Children Laura Clark Murray, COO, Omdena Guneet Singh Kohli, Lead Machine Learning Engineer, Omdena
Diagnosing Data Capacity & Designing Fit-for-Purpose Training Programs	Katelyn Rogers, Data Literacy Lead, Center for Humanitarian Data, UN OCHA Cedric Lombion, Head of School of Data, Open Knowledge Foundations Alan Mills, Preparedness Coordinator, MapAction Dirk Slater, Consultant, Fabriders Heather Leason, Data Literacy Lead, IFRC
Driving AI Partnerships for Global Health Impact	Natasha Sunderji, Global Health Lead, Accenture Development Partnerships Dr. Ann Aerts, Head of Novartis Foundation Marelize Gorgens, Senior Specialist, World Bank Sathy Rajasekharan, Executive Director (Africa), Jacaranda Health
Be Collaborative!: A Fireside Chat on Principles and Partnerships	Nanjira Sambuli, DIAL Board, Researcher & Policy Analyst Michael Downey, Director of Community, DIAL Nora Lindstorm, Global Lead for Digital Development, Plan International Peter Njuguna, ICT4D Specialist, Finnish Development NGOs (Fingo)
Ed-tech Partnerships for Digital Capacity Building	Robyn Fysh, Project Manager Education Technology, NRC Apurva Chandra, Business Program Manager, Microsoft Mac Glovinsky, Global Program Manager, Learning Passport, UNICEF
Change Management in Partnerships	John Roberts, Director, myProteus

Access the session recordings and conference materials via our online agenda:

<https://ict4dconference.pathable.co/>

Attendee Feedback - 125 responses received = 10.4%

Overall Event: Nearly 3/4 rate the event 'excellent' or 'very good'

● Excellent	31
● Very good	59
● Good	28
● Fairly Good	4
● Not what I had hoped for	3



Were the following objectives met for this conference?

■ Fully met
 ■ Partially met
 ■ Not met
 ■ N/A

Learn more about the challenges and approaches to successful ICT4D partnership models

Learn from experts about specific topics

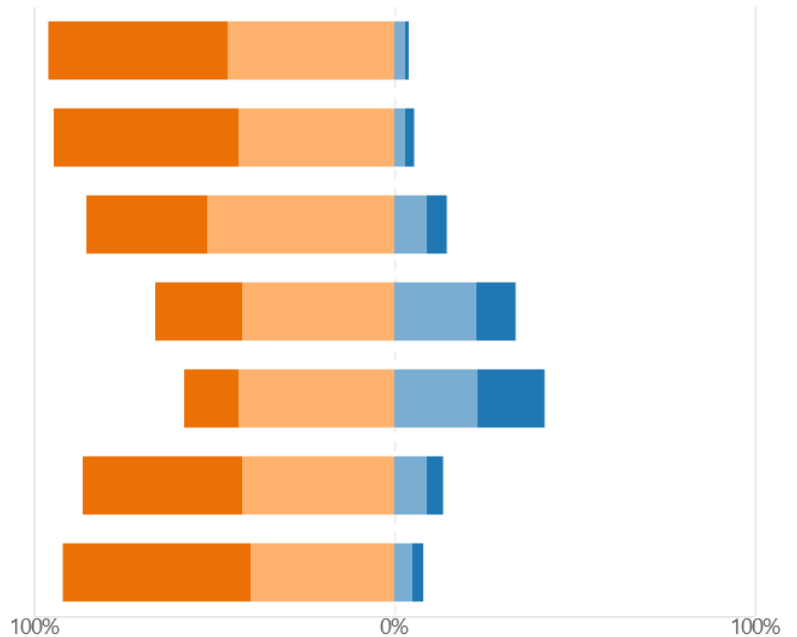
Engage in meaningful discussion

Form partnerships around ICT4D

Share your work or promote a particular ICT4D solution or service

Provide opportunities for networking

Inspire positive change in your thinking/ work process



How would you rate the speakers at the conference?

Over 3/4 rate the speakers 'excellent' or 'very good'

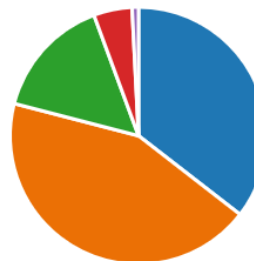
● Excellent	37
● Very Good	61
● Good	23
● Fair	4
● Poor	0



Technical set up:

How easy was it to use the Pathable event platform?

Very easy	44
Easy	54
Neutral	19
Not user friendly	6
Very hard	1



How easy was it to get to the MS Teams meetings?

Very easy	56
Easy	43
Neutral	16
Not user friendly	5
Very hard	4



What did you like about the conference?

Top Likes (from 105 answers):

1. Diverse content and excellent speakers
2. Practice focus, relevance of topics, interactive discussions
3. Networking sessions
4. Diversity of attendees: geographical, organizations, and roles
5. Format and concept (virtual, timekeeping, simple/ not overwhelming, few slides, free!)



I enjoyed the interactive format with participation from around the globe. I appreciated the focus on partnership, which is an area we need to continue to do more.

Great opportunity for open and genuine discussions & networking.

Time management and the approach to shift the mindset to embracing ICT4D as a solution in the current digital era. Emphasis was made on community driven initiatives to help promote the uptake of ICT4D.

The topics were very relevant to everyday field level challenges.

Great sessions and great speakers organized around a manageable schedule. Clear schedule with a few options for different tracks but not overwhelming by the number of parallel sessions.

The meet & greet sessions were surprisingly interesting and fun.



What could have been improved about the conference?

Top Suggestions (from 90 answers):

1. Not enough time for Q&A or discussion
2. Problems with Microsoft Teams
3. Too many parallel sessions to choose from; problem with time difference
4. Problems with navigating or networking in Pathable
5. Longer breaks and more networking opportunities

Note: the most mentions were about missing in-person meetings and connectivity issues



I think it would be a very good idea not only to create networking scenarios but also to try "launch challenges" around partnerships. I found that several participants and speakers share challenges, and it would be a very good idea to solve specific challenges through concrete collaboration and partnerships.

Share notes/ speech in advance so that participants ask more critical questions for quality learning and knowledge management/ adaptation.

There was great attempt to mind the time across the global time zone, I would have loved to have sessions spread over a couple of days, so there would be less pressure on timelines.

The sessions were quite varied in what they were discussing, and it seemed like groups were just presenting what they had already done, rather than what worked/ didn't work. Nor did groups offer any ways to actually partner with them, which would have been cool!

There needs to be more participation from people on the field.

More intimate ways to network would have been nice - like small break out room or random assignment of someone to coffee chat with.

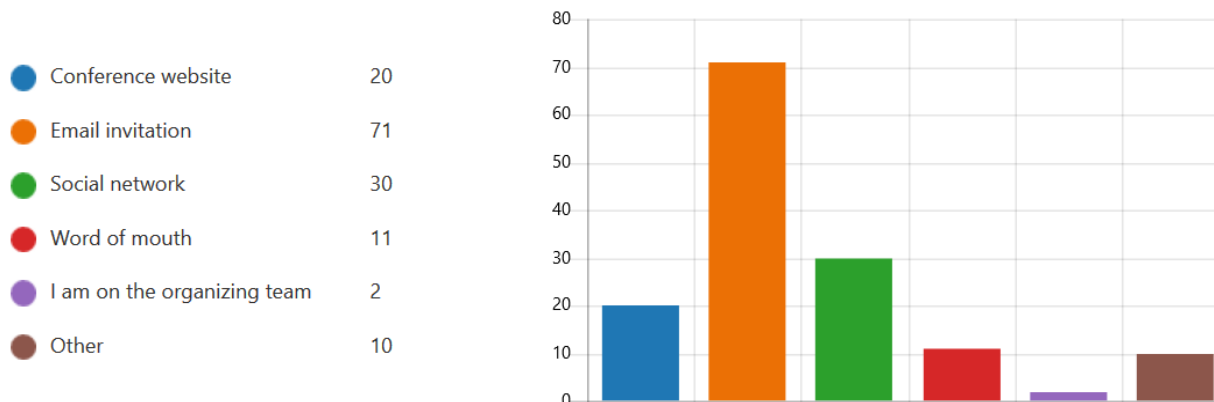


Do you prefer an ICT4D online event with

- All sessions on one day 46
- Sessions spread over multiple days 78



How did you hear about the ICT4D Partnerships Conference?



Outreach



The ICT4D Partnerships Conference was promoted via

- **Direct mailing** to ICT4D Conference database via Active Campaign
5 mailings between Oct 29- Jan 12 to 6500 subscribed recipients, average open rate 22%, click rate 5%
- **Local partners:** direct outreach by regional NGO networks in Nigeria, Zambia, Uganda, India, South Sudan, Germany, UK

Social Media Engagement

- **LinkedIn**
 - Individual and 50 Group postings (development/NGO/ humanitarian groups or groups focusing on specific sectors or ICT4D/ data-centric theme)
 - Targeted advertising for 7 days (shortened campaign due to low success):
3869 impressions, 38 clicks → conversion rate 1% (average 6.1%)
- **Facebook**
 - Posts via ICT4D Conference tagging partner and speaker organizations
 - 14 Group postings
- **Twitter**
 - Tweets from @ICT4DConference, CRS, partners, supporters, speakers, attendees
 - **#ICT4D2021**



Metrics for @ICT4DConference:

Date	Impressions	@Mentions	Messages sent	Retweets	New Followers
Jan 11-17	34.8k	71	55	49	60
TOTAL Dec 28-Jan 31	57.5k	132	78	93	133



Very well arranged for an online version of the conference. But I also enjoyed the specialization of the Partnerships stream for ICT4D work. This was thoughtful.

I would love this conference be held regularly!

Meeting with people around the world was an inspiring moment for me. and was the first time for me to be such wonderful conference.



For info on future ICT4D Conference visit www.ict4dconference.org and for partnership opportunities please contact Sonja Ruetzel, ICT4D Conference Manager at CRS: sonja.ruetzel@crs.org