Why ICT4D 3.0?

`Shipping computers, internet and other mainstream, western technologies to developing regions`, is common practice in ICT for development (ICT4D). This is done without consulting the envisaged users, or taking into account their local objectives.

ICT4D 3.0 takes a different approach, and puts the users’ needs first. It is based on three principles:

1. **Goals and objectives are set by local users**: In e.g. West Africa, farmers are engaged in regreening their lands, in setting up local value chains for tree products such as shea butter, honey and baobab leaves. They are concerned with livestock health, and they want to have better weather forecasts for cropping and harvesting. ICT4D 3.0 takes these problems as the starting point.

2. **Co-creation, in close collaboration with end-users**: Use cases and requirements are collected and new systems are invented and designed, in an iterative process of co-creation, co-evaluation, design, modeling, fine-tuning, and field deployment.

3. **Technologies are fully adapted to context**: The technologies that result from this co-creation process are fully adapted to the local goals and context, make use of existing local infrastructures (radio, mobile), are aligned with local values and habits, (language, speech modality etc.) and are affordable for the given (low-resource) context.

**How?**

**Learning by doing**

**Agile development**

**Rapid prototyping**

**Contextualized demos**

**Living lab sessions** in the users’ environment

**Use case and requirements workshops**

**A contextualized voice-based application**

**Examples?**

**DigiVet** — An application to diagnose animal diseases in Ghana

**Market information system for tree products**

**Areas of regreening**

- Regreening Initiatives
  - Seeds & markets
  - Animal health
  - Get info on rainfall
- Emerging agro-forestry value chains

**1. Goals and objectives are set by local users**

**2. Co-creation in close collaboration with users**

**3. Technologies fit for context**

**send messages in various languages**

**meteo data services**

Home at work

Home at the farm

Business

Home at school

Home at leisure

Home at rest