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iNeSI
Ikamva National eSkills Institute

Newsletter   Edition 30, September 2014

● innovative

● responsive

● developmental

● enabler

● collaborative

● agile

Contents

Attend the e-Skills Academic Conference 'Bringing the future to life' on 17-21 November 2014 in Cape Town, South Africa. See e-SkillsConference.org/schedule for the event schedule.

The Ikamva National e-Skills Institute (iNeSI) is a national catalyst, facilitator and responsive change agent in the development of SA, within the globally evolving information and knowledge-based environment, by leading the creation of key e-skills development strategy, solutions, practices and implementation, to benefit the total population. iNeSI focuses primarily on five components: knowledge for innovation (research), e-astuteness (teaching and learning), multi-stakeholder collaboration, innovation and aggregation (monitoring and evaluation framework). iNeSI is a state-owned company and the result of a merger between three institutions: the e-Skills Institute, the National Electronic Media Institute of South Africa and the Institute for Satellite and Software Applications.

An invitation
from the Ikamva National e-Skills Institute
& the Informing Science Institute

'e-Skills for Knowledge Production and Innovation' Conference
17 - 21 November 2014, Cape Town, South Africa

See **e-SkillsConference.org/schedule** for the event schedule

Become part of the e-skills community for the development of South Africa & the African continent

We invite you to attend the international e-skills academic conference, co-hosted by the Ikamva National e-Skills Institute (South Africa) and the Informing Science Institute (an international association of researchers).

The conference focus? The 'e-Skills for Knowledge Production and Innovation' Conference addresses issues of interest to people promoting e-literacy and in developing and supporting e-skills (the ability of people to adequately use and create all forms of ICT) at all levels of life and work.

This effort is much broader than training and aims to build international research collaborations and projects suitable for international agency funding aligned to poverty alleviation, youth unemployment and postgraduate research.

The focus of the conference is the strategic and efficient use of modern ICT devices and applications, as well as the related knowledge, skills, competencies, teaching, learning, and inventiveness of the workforce and citizens.

While it is past the date for submission of papers, we encourage you and your colleagues to attend.

Why you should attend
Impact on a developing country and continent
- e-Skills, e-readiness and e-astuteness – to build a more inclusive economy in an environment increasingly dominated by modern ICT devices and applications – is supported by the South African Government.
- The academic conference is part of iNeSI's national Research Network for e-Skills (ReSNeS) – a multi-stakeholder research (knowledge for innovation) network that supports evidence-based decision making and policy change – and contributes to South Africa's National e-Skills Plan of Action (NeSPA).

Dynamic research area – grow your network and plan for next year
- The annual conference includes papers that go beyond academia to engage with business, government, education and society. Attending in 2014 will prepare delegates who wish to submit papers next year.
- The conference offers opportunities to meet and exchange ideas with e-skills stakeholders from throughout South Africa, Africa and internationally.

Visit one of the top destinations in the world
- Cape Town is one of the top travel destinations worldwide. The conference takes place at the University of Cape Town (UCT), one of the top universities in Africa. UCT is also close to other well-known universities, University of the Western Cape, Stellenbosch University and Cape Peninsula University of Technology: CPUT.

When and where? 17 - 21 November 2014 at the University of Cape Town in Cape Town, South Africa.

Cost? R2 300

Go to e-SkillsConference.org/registration to register.

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◎ Mobile apps for social inclusion

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Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

The Ikamva National e-Skills Institute (iNeSI) focuses on the mobile environment, including mobile apps and their development, as one of the pathways to e-skilling South Africa. There are numerous reasons for this strategic direction.

The mobile environment in South Africa

There is a high penetration of mobile phones in South Africa. According to the 2012 Global Entrepreneurship Monitor, cellphone use in South Africa has increased from 17% of adults in 2000 to 76% in 2010.

"Mobile phones are the dominant communication technology among low-income users and informal businesses; in 2012, about three quarters of low-income South Africans, in rural and in urban areas, possessed a cell phone," notes a report on SouthAfricaWeb (www.southafricaweb.co.za/article/south-africans-and-their-cell-phones).

It further notes that smartphone penetration is increasing at about 20% a year. This will accelerate even further when smartphones and tablets aimed at low-income users are developed. (A memorandum of understanding between two South African technology companies was signed in 2013.)

In 'Mobility 2014', South African research company World Wide Worx reports that the mobile app has become the single most significant tool driving the mobile economy in South Africa.

Global rankings and policy direction

South Africa needs to increase its World Economic Forum (WEF) e-readiness ranking as this impacts on economic development, citizen wealth and employability, innovation and the ability to compete globally. South Africa needs to develop its people power when it comes to knowing how to use technology to effectively get ahead as individuals, as communities and as a country.

This is clearly pointed out in the National Development Plan which aims for an e-literate society by 2030. The broadband policy, South Africa Connect, also defines Digital Opportunity as essential. This is where people have the know-how and the need to use technology and thus create a demand for the broadband use.

Fast-tracking e-skills through mobile apps

The other part of the picture is that mobile apps development can be taught, even to people who are not ICT developers.

This can be done in short workshops and courses. Furthermore, the use of mobile apps can be taught across the country – whether in an urban or rural environment.

Mobile apps can open up new opportunities to people in South Africa. An international example shows that mobile apps are helping farmers get timely crop insurance claims in India.

A World Bank Organisation report notes: "With two-thirds of India's population dependent on agriculture for a livelihood, and a high degree of rain-fed farming, a well-developed crop insurance program is essential to protect farmers from the risk of crop failure. Since 2012, a mobile phone app has made it easier for insurance agencies to collect reliable and timely data on crop yields, enabling them to offer lower premiums to farmers. The technology has also made it possible for insured farmers to receive quicker claim payments, providing them with much needed cash flow during the cropping season." (www.worldbank.org/en/results/2013/04/16/india-mobile-phone-app-helps-farmers-get-timely-crop-insurance-claims)

Mobile apps for e-skills and e-inclusion

Mobile apps are also a tool for e-inclusion. This is due to the massive spread of cellphones in the country, including rural areas, and the continual 'grassroots' learning about how to use mobile phones and mobile apps. Even without formal education, individuals and communities are passing on knowledge about how to use mobile tools to gain information or to reduce costs, such as using WhatsApp.

iNeSI, the mobile environment and future job opportunities

With the opportunities that the mobile environment offers, including the use and development of mobile apps, iNeSI has engaged in a number of areas that leverage these opportunities with the intention of driving the e-skills agenda forward.

iNeSI is creating a mobile apps development ecosystem in South Africa. There are also three mobile apps development factories attached to provincial e-skills CoLabs. These are in the Eastern Cape, Gauteng and the Western Cape. Furthermore, the provincial CoLabs continually run hackathons, mobile apps development workshops and events around mobile apps throughout the year.

This section looks at work done around mobile apps for e-inclusion and mobile research (knowledge for innovation).

We have come a long way – celebrating 20 years of freedom
On 27 April 2014, South Africa celebrated the 20 year anniversary of the country's first democratic elections which included South Africans of all races. Initiatives have included events, celebrations and reports from all sectors on how far South Africa has come as a country since 1994.

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Journalism and Media Studies Apps Workshop
Creating community collaborations for e-skills and citizen journalism

On 11 September 2014, there was a Journalism and Media Studies Apps Workshop for youth in marginalised communities. The focus was on exploring how to use mobile phones as creative tools – in particular to create and edit videos – as part of the larger KeiskammahoekNOW (KKN) project.

There were 20 youth from Grahamstown East Township, Keiskammahoek and the Dwesa rural community in Mbhashe municipality. These are all marginalised communities.

The workshop was a joint venture by Rhodes University and iNeSI's Makana Apps Factory (MAF). MAF is the associated apps factory of the Eastern Cape e-Skills CoLab: ICT for Rural Development. The apps factory is also a collaboration with Rhodes University and the University of Fort Hare.

Laurent Antonczak from Auckland University of Technology, New Zealand, presented on how to use mobile phones as creative tools. He was sponsored by the National Research Foundation (NRF), iNeSi and MAF. Kayla Roux, a lecturer at the School of Journalism and Media Studies, Rhodes University, demonstrated the potential of KKN. This mobile app site is part of a larger citizen journalism project.

The youth then created 20 short videos about their ideal mobile apps.

The workshop is part of a series that aims to test KKN. THE KKN project includes establishing relationships with communities (who will be using the citizen journalism platform) and imparting e-skills (such as exploring the potential of mobile phones as creative technologies).

The iNeSI model
This project involves:
✔ Multi-stakeholder collaboration
✔ Advocacy and awareness
✔ Partnership development
✔ E-astuteness development
✔ E-competence development
✔ Knowledge translation
✔ Alignment with national goals – in particular the NDP and Broadband Connect

Journalism and Media Studies Apps Workshop to create community collaborations for e-skills and citizen journalism.

The iNeSI model
This project involves:
✔ Multi-stakeholder collaboration
✔ Advocacy and awareness
✔ Partnership development
✔ Knowledge for innovation (research)
✔ Knowledge transfer through articles in accredited publications
✔ Alignment with national goals – in particular the NDP and Broadband Connect

The Media Colloquium at Highway Africa
Evidence-based research for a mobile apps environment that targets national goals

The Media Colloquium (Mobile Communication, Media and Services Workshop) was held on 8 September 2014 as part of Highway Africa. Its overall theme was 'Research questions in the mobile age'.

The colloquium included a well-received presentation on the Keiskammahoek Now (KKN) App. This was developed by the Makana Apps Factory (MAF) which is a joint initiative between iNeSI, Rhodes University and the University of Fort Hare. MAF is the associated mobile apps factory for iNeSI's Eastern Cape e-Skills CoLab: ICT for Rural Development.

The KKN project focuses on citizen journalism and aims to assist residents in the rural town of Keiskammahoek to share information more easily and collaboratively. It includes the community as a partner, ensuring that development is about 'doing with' and not 'doing for'. The project ties in with the colloquium theme of enabling communities to express their needs effectively.

The collaborative workshop featured speakers with interests in new media strategies spanning three countries: New Zealand, South Africa and the United States. Topics included mobile phones as creative tools, mobile phones

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About Highway Africa
Highway Africa is hosted by Rhodes University's School of Journalism and Media Studies in partnership with the Department of Communications, business, development agencies and media associations. The theme this year was 'Social Media – from the margins to the mainstream' and the event ran from 7-8 September 2014.

Highway Africa is in its 18th year and focuses on debates around journalism, media and Information and ICT within Africa. It has become the largest annual gathering of African journalists in the world. It contains various components:

- Research
- Education and training
- Reporting on the development agenda
- Conference

as citizen participatory technology and mobile phones as monitoring tools (to hold the government accountable).

Presentations included research (knowledge for innovation) highlights by two postgraduate students. The one research area was a qualitative study on how young women use mobile phones. The complete research will be presented at the iNeSI and Informing Science Institute Academic Conference from 17-21 November 2014. (Prof Lorenzo Dalvit's household survey on mobile use will also be presented at the conference. Highlights of this were given at the workshop.) The other postgraduate research at the colloquium looked at language use on mobile phones.

The event was very well attended with around 40 delegates. The audience included international delegates as well as students. The Eastern Cape e-Skills CoLab gave a presentation on iNeSI and its support for mobile apps development. The workshop was chaired by Prof Lorenzo Dalvit of Rhodes University who is also co-director of MAF. ◎END

◎ Knowledge for innovation to support collaboration in open innovation

Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

The National Development Plan (NDP) targets 2030 as the year that South Africa will be an e-literate society. A strategic approach is needed for this to come about. The Ikamva National e-Skills Institute (iNeSI) is aligned to the NDP target and aims to harness human potential and embed the know-how and understanding needed for ICT and technology (e-astuteness).

Multimodal approach to an e-literate society

A multimodal approach is needed to make South Africa an e-literate society. iNeSI has created three main touch points that align to national, provincial and local/community level. Central iNeSI operates on a national level. The iNeSI e-Skills CoLabs are the provincial presence and the smart community knowledge centres will operate on a community and local level.

iNeSI incorporates a multi-stakeholder collaborative network that ensures that global, national and local innovation is channelled into the e-skills agenda for national impact. The network encompasses government, civil society, education, business and global partners.

e-Skills initiatives are then channelled through iNeSI and aligned to national goals – these include the NDP and the broadband policy, South Africa Connect. These initiatives incorporate teaching and learning ie the development of e-astuteness, as well as a monitoring and evaluation framework (aggregation). Aggregation is essential to ensure that e-skilling South Africa moves forward within the appropriate developmental agenda.

South Africa's National Development Plan
To read South Africa's National Development Plan, go to www.inesi.org.za/research-and-policy/upload/npc_vision2030.pdf

Knowledge for innovation to support evidence-based decisions and policy

A key element of the work done by iNeSI is knowledge for innovation (research). Research is essential to support evidence-based decisions. This relates to all levels of decision making, including policy and the direction of the e-skills agenda.

The national Research Network for e-Skills (ReSNeS) is part of the iNeSI model. It is a multi-stakeholder platform for collaboration in research, with a network of researchers that extends across the higher education sector, the private sector, government, business and civil society.

The research (knowledge for innovation) undertaken by iNeSI encompasses all e-skills areas. **This section looks at research focused on mobile apps development and creating a sustainable mobile apps development environment.**

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Knowledge for innovation to support
collaboration in open innovation [continued]

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Social Media and Open Innovation – a Systemic Approach to Commercialisation of Socio-economic Solutions

Multi-stakeholder collaboration promotes the successful creation of solutions to socio-economic challenges

The iNeSI model
This project involves:
- Multi-stakeholder collaboration
- Partnership development
- E-astuteness development
- E-competence development
- Knowledge assimilation/production
- Knowledge for innovation (research)
- Knowledge transfer through articles in accredited publications
- Alignment with national goals – in particular the NDP and Broadband Connect

The Ikamva National e-Skills Institute (iNeSI) initiated research on 'Social Media and Open Innovation – a Systemic Approach to Commercialisation of Socio-economic Solutions' was conducted by Dr Leona Craffert from the Western Cape e-Skills CoLab: e-Inclusion and Social Innovation based at the University of the Western Cape (UWC). The other researchers included Prof Kobus Visser (Faculty of Economic and Management Sciences, UWC) and Dr Johan Breytenbach (Department of Information Systems, UWC).

It was presented at the European Conference on Social Media. This conference ran from 9-11 July 2014 in Brighton, UK. The paper was also published in the proceedings.

"[T]his systemic approach to open innovation based on social media proved to be a viable model and alternative for the development and commercialisation of socio-economic solutions."

Developing a collaborative model for open innovation using social media

The novel and systemic approach looks at CodeJam 2013, an experimental case where a public-private partnership (PPP) is used to develop a collaborative model for open innovation using social media (mobile apps development). The purpose was to address socio-economic challenges in the context of a developing country. The ultimate goal was to establish new paths to commercialisation.

The research paper notes that this was done "not only to generate interest in and support for the acquisition of digital knowledge, skills and competencies, but also that it may present opportunities for... learning, experimentation, wealth creation, and employment in a developer ecosystem".

Open innovation is a multiple channel process that is traditionally "often fraught with mistrust and lack of commitment amongst the participants". The research proposes "a systemic model that optimises innovation through social media and minimises conflict in the commercialisation of open innovation".

The approach followed a process that was significantly different to the traditional methods for developing solutions to challenges. CodeJam 2013 saw PPP stakeholders (representing business, government, communities and academia) co-designing a collaborative process to develop and commercialise solutions for specific socio-economic challenges. Social media (mobile apps development) was used as the foundation for ideas. CodeJam 2013 also provided a safe, commercially non-threatening environment for competitive and concurrent stakeholders working in collaboration with youth.

An innovative response to socio-economic challenges

The research notes that a "key initiative of the mentioned PPP is to leverage social innovation and human skills development off mobile technology and social media... In a South African context, the approach envisaged in this experiment is (in all probability) the first manifestation of a redirection of resources into human development".

Major outcomes of the study

The major outcomes of the study included the following:
- Social media contributes to dissolving sector boundaries among multiple parties when addressing socio-economic challenges.
- A neutral collaborative space outside the traditional stakeholder boundaries facilitates unrestricted participation in the co-creation phase where the focus is on creating the best solution.
- Open innovation based on social media can be significantly enhanced by allowing idea generators and thought leaders to engage face-to-face for idea development and refinement.

As the research notes: "this systemic approach to open innovation based on social media proved to be a viable model and alternative for the development and commercialisation of socio-economic solutions".

CodeJam 2014

CodeJam 2013 was the second version of CodeJam – lessons had been learnt from CodeJam 2012 and applied accordingly. The Western Cape e-Skills CoLab is currently busy with CodeJam 2014. (END)

Access the full report
For the full research (knowledge for innovation) report, please go to: www.inesi.org.za/research-and-policy/upload/socia-media-and-open-innovation.pdf

e-Literacy, e-skills and e-astuteness – the outcomes for South Africa

Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

South Africa needs to improve its World Economic Forum (WEF) e-readiness rankings. It currently sits in 70th position, having dropped from 47 in 2007 out of a total of 140 countries.

Global trends and research continue to show that there is an ever-widening gap – in terms of economic prosperity and global competitiveness – between countries that have the required e-skills, e-astuteness and technology expertise and those that do not. This is of particular importance for developing countries.

Need for coordinated national effort

Globally and across the African continent, lessons have been learnt. For there to be change and a significant impact, there needs to a dedicated and coordinated national effort to build e-readiness.

South Africa cannot lag behind. To compete on the global stage and to reduce inequality in wealth within the country, South Africa needs to ensure that all its citizens are part of a global ICT community. It is part of the process that will move South Africa from an industrial agrarian society to a knowledge and information society.

Impacting employment, health, education, business and service delivery

e-Skills and e-astuteness impact on almost every part of life and work. Consequently, developing e-skills within South Africa encompasses a wide range of activities targeted at various ability levels and across numerous thematic areas.

e-Skills and e-astuteness impact on an individual's employment readiness. Without the appropriate e-skills, people cannot effectively engage in a world of work that increasingly incorporates rapidly changing technology. To be able to progress in this world, people need e-skills and need to be e-astute.

The ability to successfully navigate ICT and use it to its full benefit impacts on health delivery, education, business and service delivery, among other areas.

e-Skills and e-astuteness also provide the space for increased innovation and creativity, fundamental for a developing country. These skills move people away from dependence to self-reliance, where engagement and the ability to have an improved quality of life become possible.

iNeSI framework incorporates the complexity within the e-skills agenda

The Ikamva National e-Skills Institute (iNeSI) recognises the complexity of developing e-skills and e-astuteness in South Africa. The organisation is a collaborative platform that focuses on harnessing human potential through ICT using methodologies that meet the complexity challenges.

iNeSI supports the National Development Plan (NDP) which aims for an e-literate society by 2030. iNeSI's work is also intrinsic to the broadband policy, South Africa Connect. The policy makes it clear that providing infrastructure alone will not create an e-literate society. While infrastructure and services are essential, there needs to be a demand for these. Hence one of the SA Connect pillars is called Digital Opportunity. This focuses on creating the demand through developing a nation of people that are e-skilled and e-astute.

The iNeSI framework considers all levels of e-skills, from the basic e-user to the high-level thought leader. However, it is understood that the starting point is e-literacy for all, and that includes people that do not have formal education.

e-Literacy is the starting point for e-inclusion

e-Literacy is not computer literacy, which means being able to use a computer but not necessarily for a specific purpose. e-Literacy encompasses the ability to use technology (ICT and digital tools) in all areas of life and work. It is the starting point for embedding e-astuteness which is the ability to use technology in a smart way for individual and community benefit.

Consequently, iNeSI is in the process of rolling out a national e-literacy programme developed in partnership with KagisoActiv. Part of the rollout is the development of a national network of smart community knowledge centres (smart centres) with a particular focus on rural and deep rural areas.

Smart centres are more than technology and internet access centres. They provide a space to:
- train further
- develop entrepreneurial skills
- bolster academic and community outreach initiatives
- provide a central point for business-based digital interactions
- enable community-to-government interactions

This section looks at the progress that has been made in the Northern Cape through stakeholder engagement.

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e-Literacy, e-skills and e-astuteness —
the outcomes for South Africa [continued]

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Building local capacity for effective service delivery with SALGA Northern Cape's Mobile Participation Workshop

Developing municipalities through e-literacy, e-skills and m-participation

On 18 September 2014, iNeSI and its Southern Gauteng/ Northern Cape e-Skills CoLab: e-Literacy and e-Business (knowledge economy and e-social astuteness) participated in the Northern Cape's Mobile Participation Workshop in Kimberley. This was run by the South African Local Government Association (SALGA). The audience included ICT officers, municipal managers and councillors.

The workshop was part of a series to demonstrate the hands-on mobile participation tool (m-participation toolkit) aimed at improving two-way communication between citizens, communities and municipalities and councillors. The intention is to build a more participatory and responsive local government while reducing participation costs.

MobiSAM was introduced. It is a mobile social accountability and monitoring platform that allows users to voice their opinions and alert authorities to service delivery problems, among other actions. There was also a presentation on the SMS and email reporting tool created for Emakhazeni Local Municipality.

As part of its advocacy and awareness campaign, iNeSI had a stand showcasing national initiatives as well as the work of the Southern Gauteng/Northern Cape e-Skills Colab. iNeSI also gave a presentation at the workshop. This outlined the importance of e-literacy for the country

The iNeSI model
This project involves:
- ✔ Multi-stakeholder collaboration
- ✔ Advocacy and awareness
- ✔ Partnership development
- ✔ E-astuteness development
- ✔ Alignment with national goals – in particular the NDP and Broadband Connect

and the e-literacy implementation strategy which includes stakeholder consultation and partnerships and the smart centre network rollout.

Developing municipalities through e-literacy, e-skills and m-participation at the SALGA Northern Cape's Mobile Participation Workshop.

Meeting with the Office of the Premier, Northern Cape provincial government

Local partnerships to ensure e-skills developed for the local environment and support improvements towards a better quality of life

On 17 September 2014, iNeSI and its Southern Gauteng/ Northern Cape e-Skills Colab: e-Literacy and e-Business (knowledge economy and e-social astuteness) held a meeting with the Office of the Premier, Northern Cape Provincial Government, and relevant stakeholders. These included Sol Plaatje University, the provincial Department of Economic Development and Tourism and the provincial Department of Education.

The focus was on developing the plans for hosting the e-literacy programme in the Northern Cape. iNeSI and the Southern Gauteng/Northern Cape e-Skills Colab outlined the e-skills agenda and iNeSI's mandate in South Africa. Discussions included the importance of working within the iNeSI multi-stakeholder collaborative model and the need

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- ✔ Partnership development
- ✔ Alignment with national goals – in particular the NDP and Broadband Connect

for local partners regarding implementation.

Plans have been made to move the implementation process forward. (END)

Local partnerships for e-skills developed through meeting with the Office of the Premier, Northern Cape provincial government and provincial stakeholders to create.

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Community engagement through technology and e-skills

Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

The Ikamva National e-Skills Institute (iNeSI) is mandated with e-skilling South Africa. Its multi-stakeholder framework, aligned to national goals, ensures that e-skills interventions impact on the country within national e-skills agenda guidelines.

Strategic thematic e-skills focus areas

The provincial e-skills CoLabs each focus on an important thematic area. These areas encompass:

- E-inclusion and social innovation
- E-enablement for effective service delivery
- ICT for rural development
- Creative new media industries
- Connected health
- E-literacy and e-business (knowledge economy and e-social astuteness)

All of the above thematic areas are strategic for moving South Africa forward in its developmental agenda.

Linking role of the Community Development Worker

iNeSI incorporates a multimodal model that allows for multi-stakeholder collaboration to channel e-skill initiatives according to national goals and impact. It targets key government areas such as the e-skills focus areas above.

iNeSI understands that no one institution or entity can do this alone. It is about understanding the different levels and complexities within the country and devising a strategy that allows for implementation and impact and that has a holistic outlook. It is in this way that South Africa can fulfill the National Development Plan vision of an e-literate society by 2030.

Consequently, the Community Development Worker (CDW) has been identified as an important role player. CDWs have the ability to play an effective role in harnessing people in communities. In South Africa, CDWs, a special type of public servant, currently create a link between communities and government services. They provide and collect information and facilitate the implementation and coordination of government programmes. They also live within the communities where they work.

The role of the CDW is to strengthen integration, coordination, community engagement and participation. The CDW can play an even greater role when it comes to e-skilling and embedding e-astuteness within communities. **This section looks at the first stage of the process – strengthening the CDW by e-skilling them.**

2014 Community Development Worker course
e-Skilling for social inclusion and effective service delivery

The iNeSI model
This project involves:
- ✓ Multi-stakeholder collaboration
- ✓ Partnership development
- ✓ E-astuteness development
- ✓ E-competence development
- ✓ Knowledge translation
- ✓ Alignment with national goals – in particular the NDP and Broadband Connect

The KZN e-Skills CoLab: e-Enablement for Effective Service Delivery is currently running the Community Development Worker (CDW) course. Week Three was held from 15-18 September 2014, catering to 98 CDWs from Zululand, iLembe and Umvoti districts. They are being trained at local venues which include government buildings, Technical Vocational Education and Training (TVET) campuses and Thusong Centres. (TVET is the new name for FET colleges.) Training began end August and will run until the beginning of October 2014. In total, 237 CDWs will be trained.

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e-Skilling for social inclusion and effective service delivery at the 2014 Community Development Worker course.

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Community engagement through technology and e-skills [continued]

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The purpose of the course is to enable the CDW to use ICT effectively to:
- Promote societal goals such as social equity and justice
- Help fulfil the People's Contract for improved service delivery
- Empower the community and deepen the community's experience and understanding of democracy
- Promote citizen education

Learners are exposed to the relevant ICT tools to forge strategic links and engage communities on the wide spectrum of government-sponsored programmes and

e-Skilling for social inclusion and effective service delivery at the 2014 Community Development Worker course.

projects that aim to better the lives of the disadvantaged.

e-Skills tools for effective community development
Through the use of ICT and e-skills, the course will enable the CDW to:
- Write and submit reports and effectively present information
- Find relevant information online including finding information about funding opportunities, donors and development agencies
- Help community members to communicate effectively with their elected representatives and government officials
- Access up-to-date information from different departments and communicate across departments, agencies and different spheres of government (such as synchronising electronic calendars and setting up meetings)
- Keep financial statements
- Further course information includes how to store data in the cloud, use online learning tools and blog.

The course is designed to enhance existing skills for delegates with different skills levels. It includes assessment to determine whether the required level of competence has been achieved. (END)

iNeSI provincial CoLab thematic areas
Western Cape e-Skills CoLab: e-Inclusion and Social Innovation
KZN e-Skills CoLab: e-Enablement for Effective Service Delivery
Eastern Cape e-Skills CoLab: ICT for Rural Development
Gauteng e-Skills CoLab: Creative New Media Industries
Limpopo CoLab: Connected Health
Southern Gauteng/Northern Cape CoLab: e-Literacy and e-Business (knowledge economy and e-social astuteness)

NDP Priority Areas supported by NeSPA 2013
Pillar 1: Unite around a common pillar to fight poverty and inequality
Pillar 2: Active citizenry
Pillar 3: Inclusive economy
Pillar 4: Build capabilities
Pillar 5: A capable developmental state
Pillar 6: Leadership throughout society to work together to solve problems

Impacting on policy and strategic planning
While knowledge for innovation (research) is a core component for evidence-based decision making and policy direction, the Ikamva National e-Skills Institute (iNeSI) also focuses on advocacy with decision making bodies. iNeSI and its provincial e-skills CoLabs are involved at national, provincial and local community level in various committees and bodies to ensure that the national e-skills agenda moves forward.

The KZN e-Skills CoLab: e-Enablement for Effective Service Delivery was part of the ICT and Electronic Sector Stakeholder Workshop held on 4 September 2014 in Durban. Strategic stakeholders were invited to be part of the committee that assists in developing the ICT and Electronic Sector Strategy and Implementation Plan for eThekwini Municipality Economic Development and Investment Promotion Unit.

The unit's mandate is to provide a conducive environment for the development of a sustainable economic growth. The City has identified ICT&E as a strategic sector in the realisation of this mandate.

The KZN e-Skills CoLab presented on the education sector. (END)

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Developing creative industries in SA to foster employment opportunities

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Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

The Ikamva National e-Skills Institute (iNeSI) supports the development of creative industries through its focus on creative new media industries and e-entrepreneurship, among other actions. 'Creative industries' has been defined by government as a strategic area in terms of economic development, sustainable economic opportunities for local communities and expanding business opportunities for SMMEs.

In particular, film and video, music, craft and publishing have been identified as industries with potential to create employment and to offer opportunities for rural and urban job creation, as well as for international competitiveness.

The creative industries include the arts, culture, business and technology. It refers to sectors where intellectual capital is the primary input.

> **"'Creative industries' has been defined by government as a strategic area in terms of economic development, sustainable economic opportunities for local communities and expanding business opportunities for SMMEs."**

e-Skills integral to the creative industries

Developing e-skills within the creative industries will further harness the human capital potential and drive this industry forward. e-Skills and e-astuteness cut across all sectors and permeate almost all aspects of work and life.

In fact, e-skills and e-astuteness are integral to the developmental agenda if South Africa is to transition into a knowledge society. This is duly noted in the National Development Plan (NDP) where the aim is to make South Africa e-literate by 2030.

e-Skills and e-astuteness are also critical when creating a demand for broadband services. This includes the development of digital content and creative new media. The broadband policy, South Africa Connect outlines this in one of its pillars, Digital Opportunity.

Monthly trend reports for the creative industries

The Gauteng e-Skills CoLab: Creative New Media Industries is currently developing monthly trend reports for the creative industries. These include an executive summary that highlights the trends under categories ranging from film, television, craft and visual arts to the role of government, apps development and entrepreneurship.

Examples of highlights include:

March 2014

- **Craft:** There seems to be little reported in the press regarding the craft industry. While there are many websites catering for materials required by the craft industry, the press does not seem interested or aware.
- **Music:** The music industry is still searching for a business model which benefits both the producers and the musicians. It has been an elusive goal so far. Spotify is one of the more recent entrants in the market and, even though they have 6 million consumers each paying $10 per month, not all musicians are enthusiastic about what they get out of the deal.
- **Fashion:** To take African fashion to international markets, an innovative new way is explored called Kisua. Not only is it a digital platform but it assists designers with production and manufacturing. This initiative caters for the entire African continent's designers.
- **Education/Training:** Both the private and public sector are aware of the potential of the creative industries. The private sector is involved by for example sponsoring prizes and awards. Government launched the South African Creative Industries Federation. Universities are offering new degrees and diplomas related to the creative industries. For both these sectors, valuable information can be obtained by investigating the many successful startups in the creative industries: the innovative business idea, the way in which marketing is done, how they cope with limited resources etc. (See for example Kisua and Shonaquip). This information

the CREATIVE industries

can be used to create bespoke curricula, channel resources and incentives in the right direction and focus talent searches.

April 2014
- **Creative Industries:** Nigeria has recognized the contribution of the country's Creative Industries by including it in the economic data. By doing so, Nigeria surpassed South Africa as the continent's largest economy. It is estimated that 'some one million' people are employed in Nigeria's film industry ('Nollywood'). The Nigerian President earlier announced a three billion naira cash injection in the film industry.
- **Visual Arts:** Strauss and Co. has gone digital with StraussOnline auctions.
- **Design:** A programme called Platform 6 is designed to equip teachers to engage high school learners in the purpose and practice of design.

May 2014
- **Creative Industries:** South Africa offers aggressive incentives to attract film producers to shoot their films here. The wide variety of locations and scenes, the command of the English language and a favourable exchange rate also helps. South African films are being noticed and recognised for its quality and creativity internationally. This, however, does not seem to be the case with local audiences. The reason for this is not clear. It could be that the marketing of these films are focused on international rather than national audiences.
- **Film:** Drones are being used to shoot aerial footage at low cost.
- **Apps Development:** A South African team of students, Team WorkMode, won an international competition for developing an application that facilitates collaboration by allowing employees to monitor work flow of tasks.

The reports contain information considered to have an impact on trends. These will be available on www.inesi.org.za under research by mid October 2014. END

NDR films on Soweto TV
The following shows details of the films that have been created as part of the National Digital Repository (NDR) project to be flighted on Soweto TV:

- 7 October 2014: Death in my family – the film looks at the phenomenon of after tears party and contrast these with traditional Batswana values around death and different faiths in the country.
- 14 October 2014: Fedefokol – the film chronicles the birth and rise of SA hip hop from 1986 to now.

Soweto TV has already flighted 'Izwe Lethu', 'The rise and fall of Kwa Ndebele', 'Education in our lifetime' and 'They call me a witch' during September 2014.

These films are part of the National Digital Repository (NDR), a youth-based project that collects, digitises and promotes South African heritage as seen by its youth. More information can be found at www.ndr.org.za.

While the flighting of the NDR documentaries continues to build cultural heritage, it also highlights the need for a more effective ecosystem that further promotes job opportunities for emerging youth as well as more opportunities for airing local products.

As noted in the trends report for May 2014 while South African films have been recognised internationally, local audiences are not responding in the same way. This points to the potential need for increased marketing, as well as research that looks at local audience responses.

The film and television industry need further support to create an ecosystem that drives the industry forward and one that focuses on moving South Africa into a digital economy.

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e-Skills to broaden inclusion – from creativity to the work environment

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Unite around a common pillar to fight poverty and inequality, active citizenry, an inclusive economy, building capabilities, a capable developmental state, and leadership throughout society to work together to solve problems

Digital inclusion (e-inclusion) is a global drive but with particular emphasis on developing countries. The further behind countries lag with regards to e-readiness, the greater the impact on economic development and global competitiveness.

Combating the global digital divide
The World Economic Forum (WEF) ranks South Africa in 70th position among 140 countries. It has dropped by 23 positions since 2007. This is a good example of how the digital divide continues to grow unless there is a concerted, holistic and strategic national effort to develop e-readiness within a country.

e-Inclusion in South Africa for wealth equity and improved living standards
While South Africa is a developing country, it comprises of two silo 'economies/environments' due to the apartheid legacy. There is a smaller developed environment and economy and, at the same time, a large proportion of citizens is excluded and operates within a developing and lower socio-economic environment and economy.

This is reflected in the access and ability to use technology and ICT. A large portion of South Africans, particularly those in rural and deep rural areas, do not have access to ICT and do not know how to use it effectively to enhance their lives and to improve their communities. This has a significant impact on wealth equity in South Africa.

Both the National Development Plan (NDP) and South Africa Connect, the broadband policy, recognise the impact of the digital divide and the need to develop strategies for e-inclusion. The Ikamva National e-Skills Institute (iNeSI), as part of its mandate to develop human capacity through e-skills and e-astuteness, considers e-inclusion a core focus.

Various levels of e-inclusion
Holistic strategies are needed to develop e-skills and embed e-astuteness. e-Inclusion is also not a simple matter. There are levels of e-inclusion as there are levels that relate to individual and community abilities to use technology and e-skills in a smart way. These range from e-users and e-practitioners to e-leaders.

iNeSI understands that the most pressing need is to develop e-literacy in South Africa as this is the starting point for e-inclusion. It is consequently in the process of rolling out a national e-literacy programme. However, all e-skill levels require support and further development if South Africa is to compete on a global platform and develop its economy.

This section looks at various initiatives that focus on e-inclusion to broaden opportunities for South Africans.

Arts and Design Digital Festival
Digital tools and e-skills as the way forward for creative industries

iNeSI's KZN e-Skills CoLab: e-Enablement for Effective Service Delivery was part of the hosting team for the two-day Arts and Design Digital Festival at Durban University of Technology (DUT). The event was held from 12-13 September 2014. The theme 'Democracy 2020' encouraged students to reflect on the 20 years of South Africa's democracy while showcasing creative talent using digital tools.

The event focused on the future for digital arts and design, allowing for the engagement with digital technology. The aim was to motivate students to use a digital platform as a way of equipping them with industry skills and the ability to navigate the digital world.

The intention is for this to be an annual festival which

The iNeSI model
This project involves:
- Multi-stakeholder collaboration
- Partnership development
- E-astuteness development
- E-competence development
- Knowledge assimilation/production
- Alignment with national goals – in particular the NDP and Broadband Connect

encompasses Durban. The programme included a film festival, performance art, a QR code exhibit, live arts blogging and tweeting.

Social networking talk
e-Skills for improved service in education

Social networking has become a core business and after-hours tool. On 29 September 2014, the KZN e-Skills CoLab: e-Enablement for Effective Service Delivery gave a talk on email netiquette at the Durban University of Technology (DUT).

The audience comprised students and staff in the Department of Arts, Drama and Production Studies. The aim was to create awareness of social networking and the dangers associated with it. (END)

The iNeSI model
This project involves:
- Multi-stakeholder collaboration
- Partnership development
- Advocacy and awareness
- E-astuteness development
- E-competence development
- Alignment with national goals – in particular the NDP and Broadband Connect

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Taxonomy for e-skills

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An e-skills taxonomy is more than just definitions. The e-skills agenda requires a shift in thinking with outcomes such as changes in policy. The terms used are part of creating the environment for this shift. Following are definitions for some of the words that form part of the e-skills taxonomy.

e-Astuteness	The capacity to continuously appropriate the technology into personal work, education, business, social and family contexts for both personal and collective benefit. e-Astuteness is defined as a knowledgeable capacity, based on personal and interpersonal skills, that involves: - Understanding people and situations - Building alignment and alliances - An acute understanding of strategic direction - Applying strategic behaviour e-Astuteness allows individuals to take personal advantage of ICT in social or economic situations, through the appropriate e-skills. (Building social connections is an example of a social situation and obtaining a job or starting a business is an example of an economic situation.) e-Astuteness does not necessarily depend on formal education or high levels of literacy.
e-Literacy	e-Literacy is the ability of individuals to use digital tools and facilities to perform tasks, to solve problems, to communicate, to manage information, to collaborate, to create and share content and to build knowledge, in all areas of everyday life and for work.
e-Skills	The ability to use and develop ICTs within the context of an emerging South African information society and global knowledge economy, and associated competencies that enable individuals to actively participate in a world in which ICT is a requirement for advancement in government, business, education and society in general.
e-Social astuteness	e-Social Astuteness is defined as the use of ICT and e-skills for more astute ways of people interacting with others, which include: - Social interactions - A level of awareness and understanding of diverse social situations - The various alternatives open to them for response e-Astuteness focuses on individual benefit whereas e-social astuteness focuses on interacting with others for group benefit.
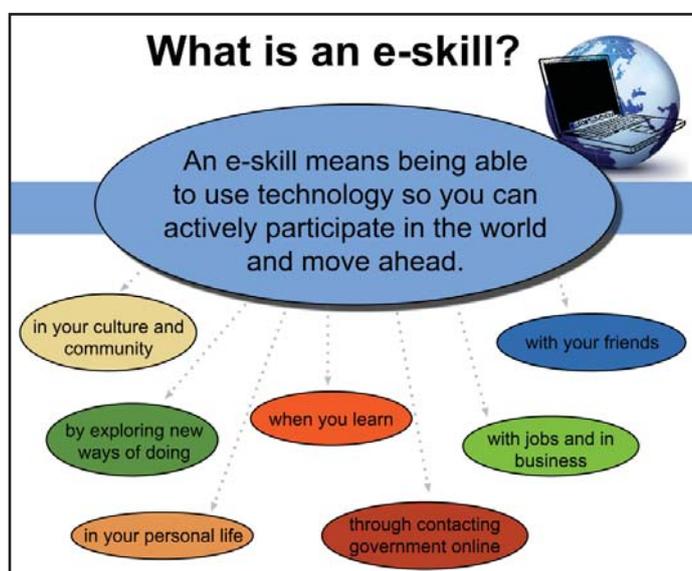
Official South African definition (from the National e-Skills Plan of Action)
The ability to use and develop ICTs within the context of an emerging South African information society and global knowledge economy, and associated competencies that enable individuals to actively participate in the world in which ICT is a requirement for advancement in government, business, education and society in general.

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Partners in the Ikamva National e-Skills Institute multi-stakeholder collaboration

Education

Government/South Africa

Civil society

Business

Global developmental partners

Kenya   Rwanda

Please note that this list will be extended as there are Memorandums of Understanding in progress across all sectors.

The Ikamva National e-Skills Institute (iNeSI) is a national catalyst, facilitator and responsive change agent in the development of SA, within the globally evolving information and knowledge-based environment, by leading the creation of key e-skills development strategy, solutions, practices and implementation, to benefit the total population. iNeSI focuses primarily on five components: knowledge for innovation (research), e-astuteness (teaching and learning), multi-stakeholder collaboration, innovation and aggregation (monitoring and evaluation framework). iNeSI is a state-owned company and the result of a merger between three institutions: the e-Skills Institute, the National Electronic Media Institute of South Africa and the Institute for Satellite and Software Applications.