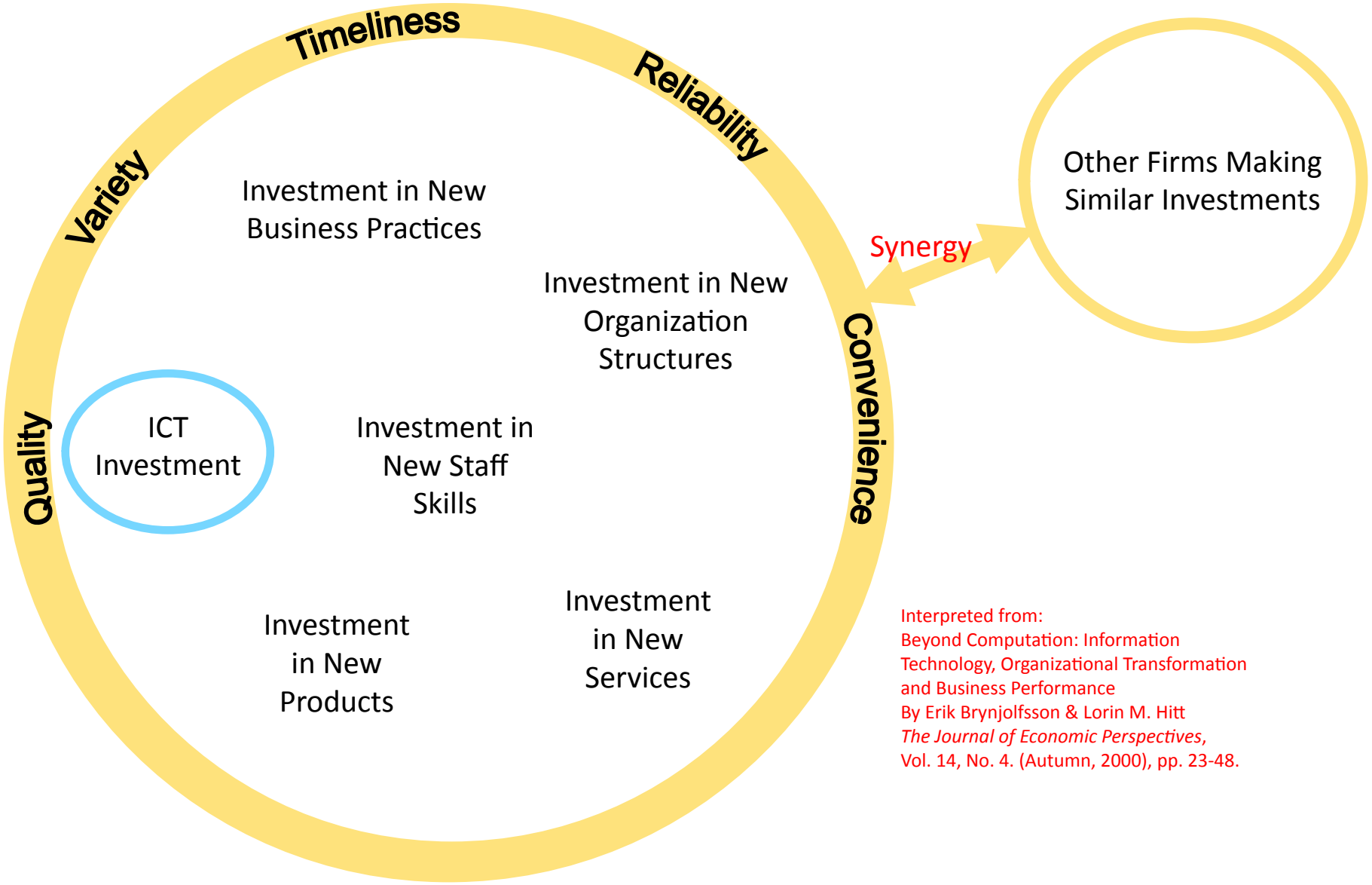
94-812 Technology for International Development

Wrap Up

Value of ICT investment



Interpreted from:
Beyond Computation: Information Technology, Organizational Transformation and Business Performance
By Erik Brynjolfsson & Lorin M. Hitt
The Journal of Economic Perspectives, Vol. 14, No. 4. (Autumn, 2000), pp. 23-48.

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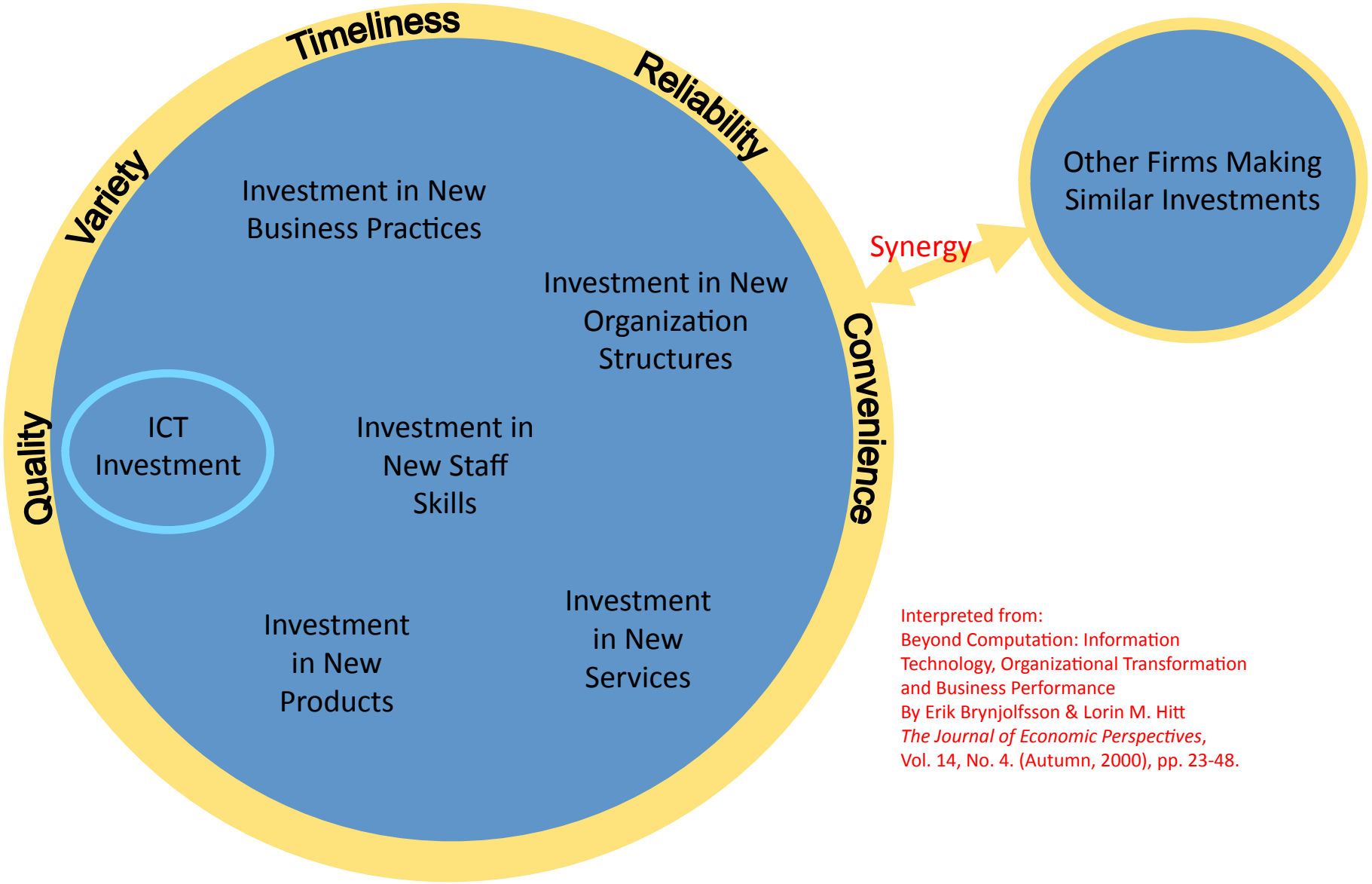
For example: OLPC?



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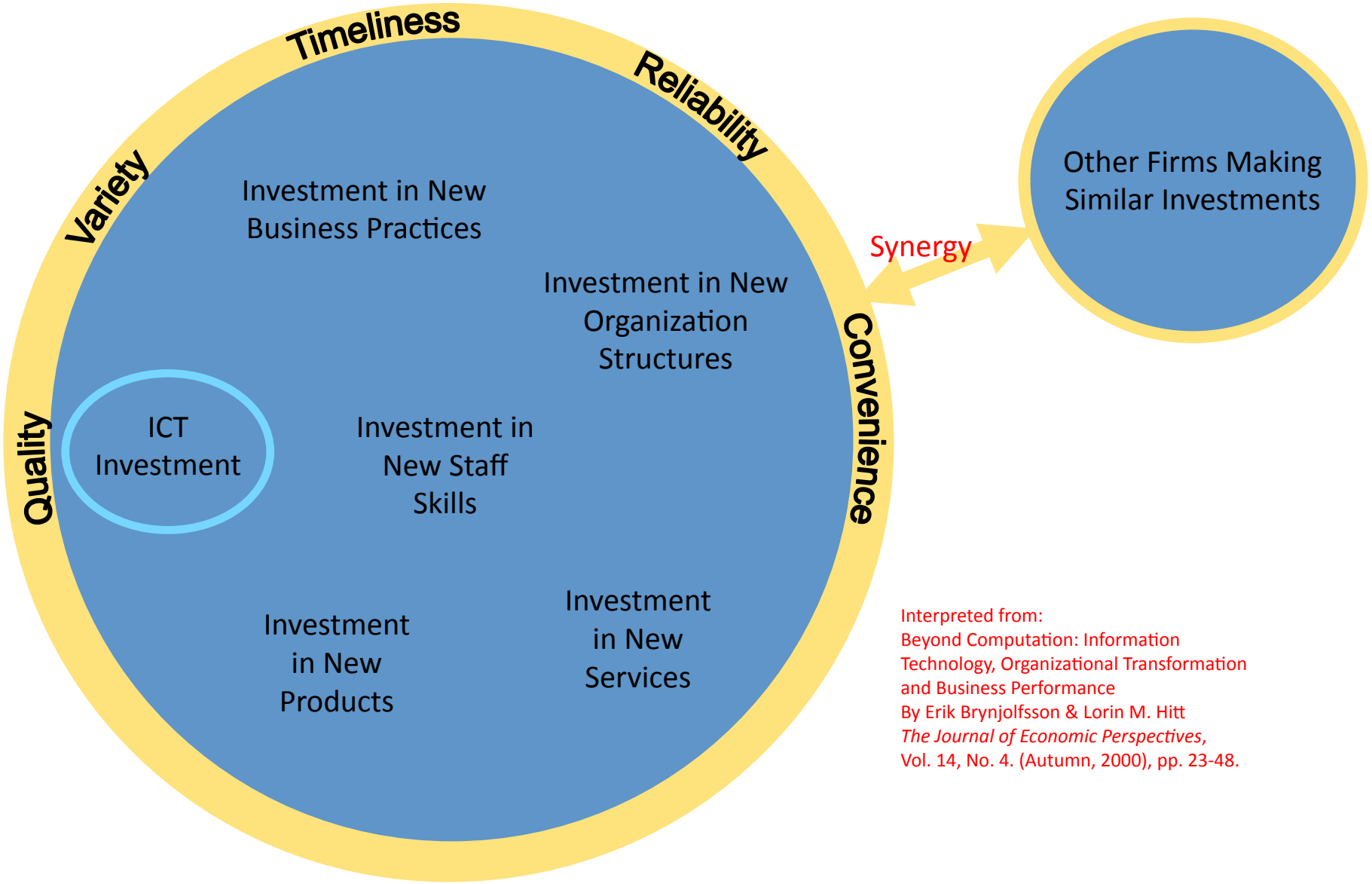
Other examples?



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Prototypical stages of a participatory development project

Network to Find Partners

Establish Relationships

Write a proposal

Find money

Assessment

Analysis

Design

Implementation

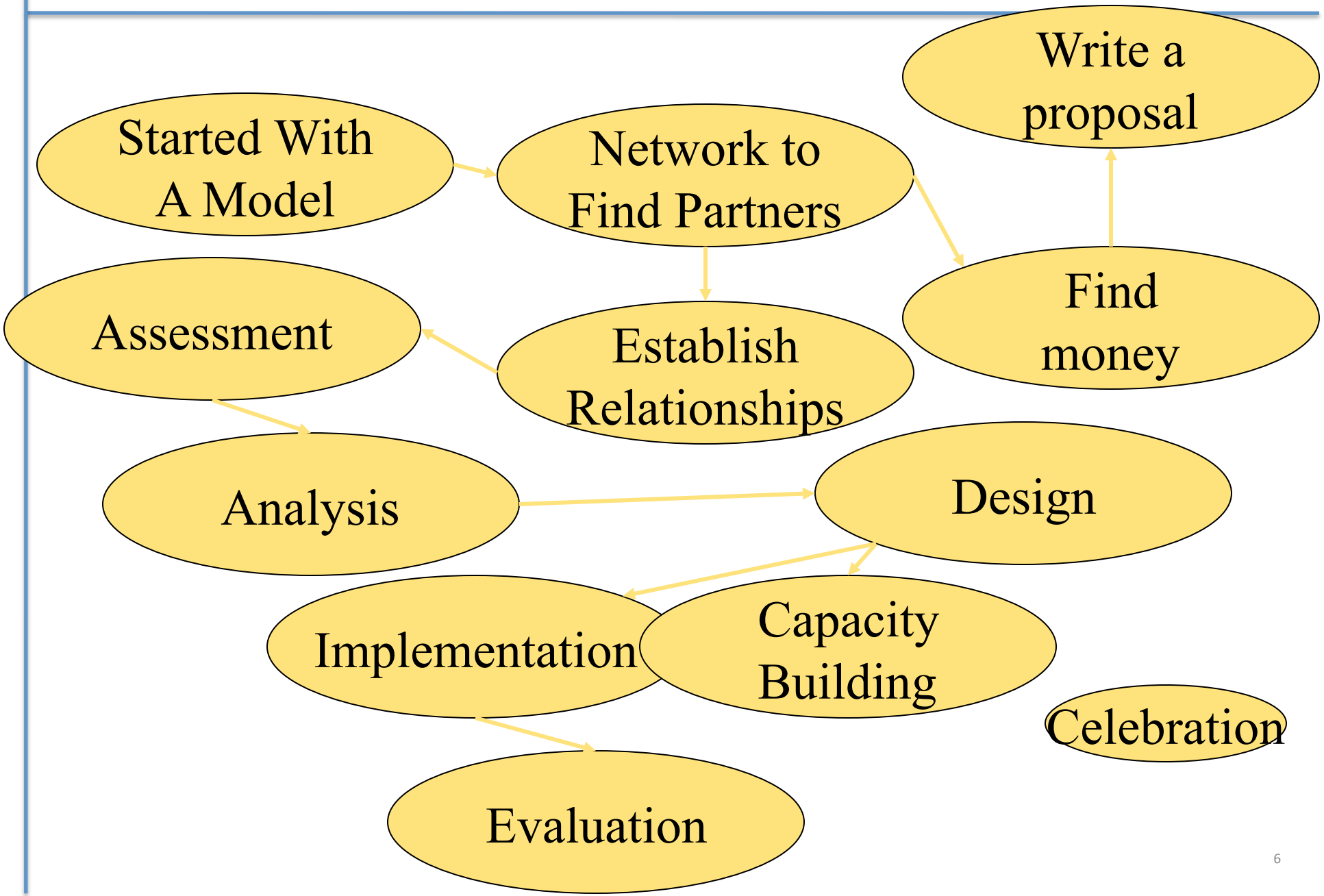
Capacity Building

Evaluation

Celebration

Order varies

TCinGC


Write a proposal
Started With A Model
Network to Find Partners
Assessment
Establish Relationships
Find money
Analysis
Design
Implementation
Capacity Building
Celebration
Evaluation

Social Program vs Social Enterprise vs Enterprise

- There are multiple organization models to solve a problem.
  - ! And achieve sustainable social change
- Participatory design tends toward the social program.
  - I.e. By government, nonprofit or NGO.
  - Sustainability can be difficult for the person(s) paying for the service is different than the person(s) receiving benefit from the service.
- The (Social) Entrepreneur approach is an alternative.
  - Look for how products and services can be provided in the market.
  - Sustainability comes from the market.
  - Participatory design is not the best fit for developing products for market.
  - Suggestion: Take a class with Tim Zak
    - 90845 Social Innovation Incubator (Spring)
    - 90811 Foundation of Social Innovation and Enterprise (Fall)

Cultural Intelligence

- *Cultural Intelligence* defined
  - Earley & Mosakowski, Harvard Business Review, 2004 Oct; 82(10):139-46, 158.
  - The cognitive, physical, and emotional abilities necessary to negotiate the myriad of habits, gestures, and assumptions that define cultures other than your own.
  - E.g.
    - Learn as much as you can before you go.
    - Observe and follow
    - Show respect by trying (food, drinks, customs, etc)

Establishing relationships

- Identify common ground
  - E.g. find common interest in soccer/football
- Develop shared understanding
  - E.g. the role parents have in child's education
- Cultivate trust
  - E.g. deliver as promised.
- Build social capital
  - E.g. show enthusiasm, bring gifts, lend a hand, praise their children
- Be authentic
  - You can become more aware of how relationships work, but inauthentic working of relationships tend to be transparently fake.

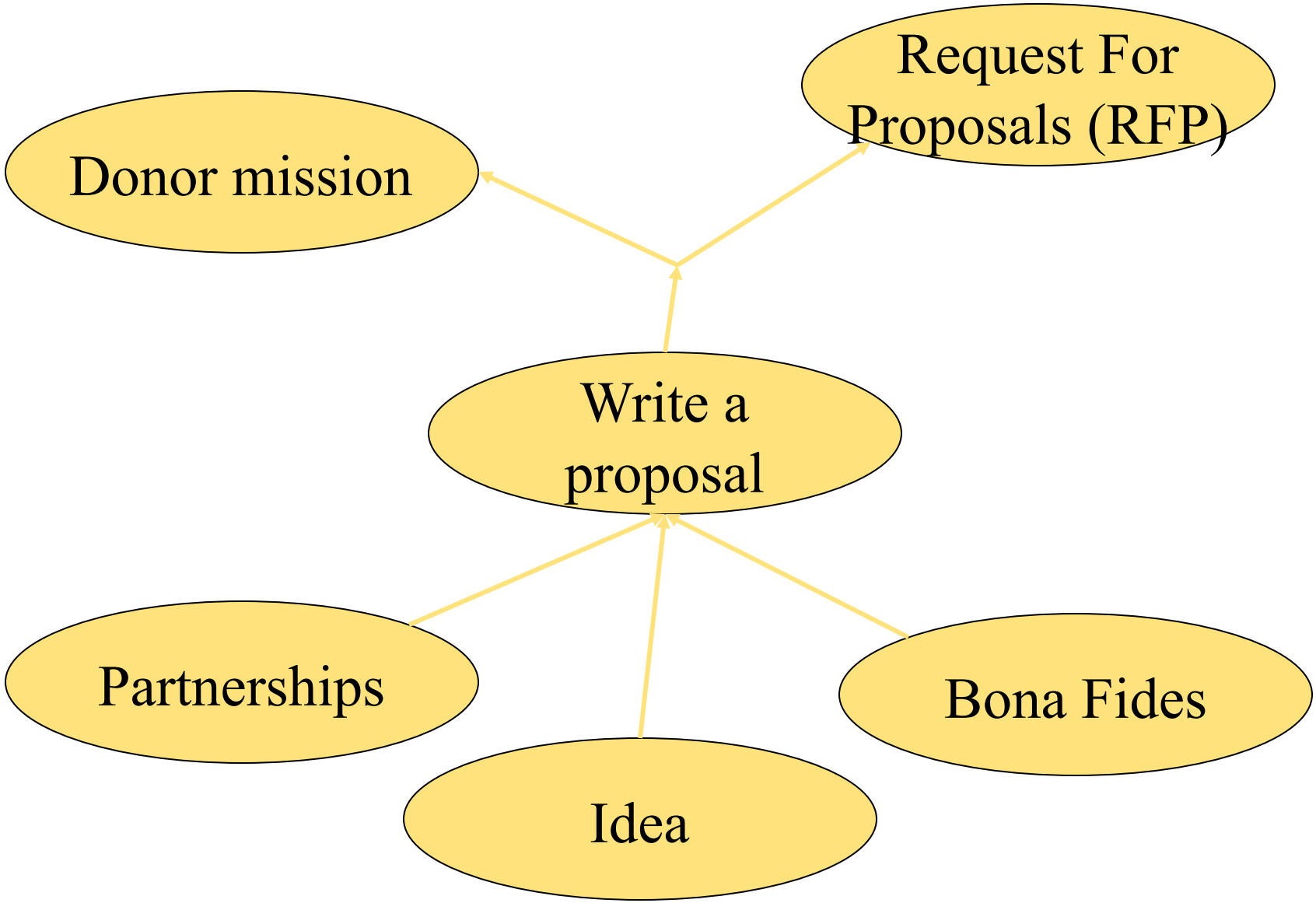
Work with existing organizations

- They have deep social capital
- They have local cultural intelligence, and can mentor you.
- They have trust in the wider community
- They are often a place to find “hybrids”
- They have access to local funding and in-kind support.
- They have relationships into the community
  - Problems don’t tend to be unitary.
- Sustainability: they will be there when you are gone.

Organizations

- Local government
  - (is not always the enemy to development)
- Local businesses
- Local charitable non-profit organizations
- Churches, temples, mosques, other places of worship
- Informal associations
  - Book clubs, sporting groups
  - Barber shop / Beauty salon patrons
- Schools
- Unions
- International Non-Governmental Organizations (NGO)

Find funding



Planning for Sustainability

Sustainability needs to be planned for at 4 levels:

1. Capacity building
   - Do individuals, organizations, communities, governments have the knowledge, processes, and policies to keep the complete system going?
2. Motivation & incentives
   - Are individuals, organizations, communities, and governments motivated or otherwise have incentives to keep the complete system going?
3. Resources
   - Do the economic and environmental resources exist to keep the project going?
4. Technical
   - Is the technology robust so that its use and maintenance does not overwhelm 1 and 2?

Capacity Building: More Than Just Training

- Individual learning
  - What level of apprenticing or training is needed?
  - For who?
- Organizational learning
  - What new processes or ongoing programs will be necessary in the local center?
- Community learning
  - What new institutions will need to be built to support the region?
  - What new local business opportunities does this proesent
- Governmental learning
  - Should new policies be put in place to support this?

Motivation & Incentives

- People, organizations, businesses, and governments have to have appropriate motivation to sustain it
- Personal motivation or incentives ($)
- Financial sustainability within a market
- Mission alignment within an organization
- Political support within a government

Resources

- Do the stakeholders have the resources to sustain the project
  - Subject to the motivation and incentive (market and/ or political) constraints.
- Does the environment have the capacity to sustain the changes brought by the project?

Technical sustainability

- The chosen technology has to be as easy to sustain as possible
- Includes:
  - Robustness of solution
  - Availability of support units
  - Availability of talent in the job market