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## **First Pan-African ICT Consumers Summit**

**(10-13 October 2010 in Libreville or Accra or Cape Town)**

### **Project Description**

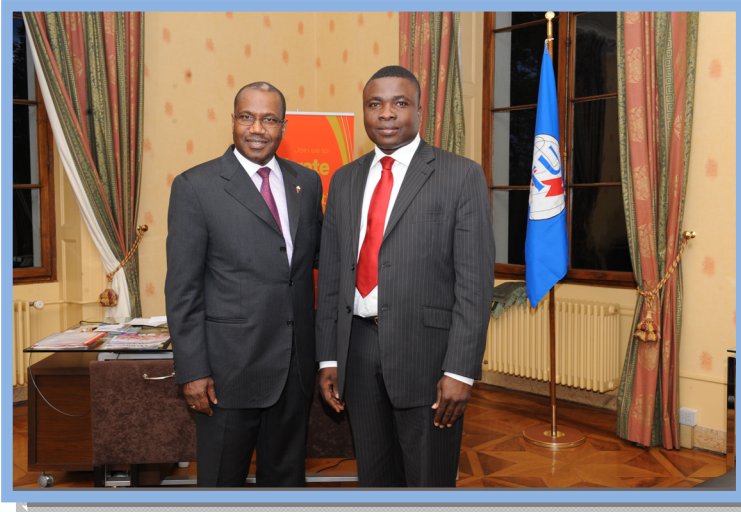
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Algeria – Angola – Benin – Botswana – Burkina Faso – Burundi – Cameroon – Cape Verde – Central African Republic – Chad – Congo – Côte d’Ivoire – Djibouti – Egypt – Equatorial Guinea - Eritrea – Ethiopia – Gabon – Gambia – Ghana – Guinea – Guinea Bissau – Kenya – Lesotho – Liberia – Libya – Madagascar – Malawi – Mali – Morocco – Mauritania – Mozambique – Namibia – Niger – Nigeria – Uganda – Democratic republic of Congo – Rwanda – Sao Tome and Principe – Senegal – Sierra Leone – Somalia – Sudan – South Africa – Swaziland – Tanzania – Togo – Tunisia – Zambia – Zimbabwe

## Project Background

Information technology and communication (ICT) are a transversal sector and without them modern production activities are not possible. They helped to accelerate the globalisation of the economy, to create a knowledge-based society and to de-concentrate industrial and manufacturing activities. They provide tools to astronauts, doctors, teachers, farmers or bakers thanks to the multi-functionality of their infrastructures.

In the last ITU-D report entitled “Information Society Statistical Profiles 2009 – Africa” , the increase of the number of mobile subscribers in the last five year has outperformed all forecasts and Africa remains the region where the growth of mobile telephony has been the strongest. At the end of 2008, there were 246 million mobile subscriptions and the penetration rate has gone up from 5% in 2003 to 30% today.



The high number of mobile subscriptions compared to the number of fixed lines and the strong growth rate of mobile telephony seem to show that Africa has paved the way for the transition from fixed line telephony to mobile telephony, a trend observed all around the world. The number of Internet users has also grown faster than in other regions.

Despite a strong growth, ICT penetration rates in Africa in 2009 are well below those noted in the rest of the world and very few African countries reach penetration rates in ICT that compares with world averages.

Less than 5% Africans use the Internet and the penetration rates of fixed and mobile broadband remain very low. African countries encounter a few difficulties to improve further ICT penetration rates: no total liberalisation of the markets and a limited availability of infrastructure like for example the lack of large amounts of international capacity.

Moreover, the prices of ICT services remain very expensive when compared to incomes levels and broadband Internet services are financially out of reach for most Africans.

In addition there are large projects undergoing on the Continent. Between 2010 and 2013, West Africa will have four additional international sub-marine fibre cables: Glo One, Main One, WACS and ACE. The price of bandwidth will consequently come down significantly to allow access to the Internet to a larger number of customers. These projects will boost the growth of ICT users.

The future growth of broadband infrastructures and mobile telephony which has developed at an unexpected pace, will provide the leverage to develop mass consumption and further the need to protect the rights of these new consumers for a balanced development of the African continent.

While at the international level, reflection on the type of partnership between the actors of the sector focuses on the private and public sector, a collective conscience starts to emerge among the ICT service consumers associations, the main voice of the consumers. This large economic group that drives the growth in the telecommunication sector can add to the debate and act alongside Governments, MPs and the private sector to help the development of this vital sector for Africa which population has reached 996,533,000 inhabitants (2009) representing 15.54% of the world population.

## Why this project?

The African ICT Consumers Network (AICN), the first continental gathering of ICT service consumers which was set up in Cotonou in October 2008 by twenty consumers associations across Africa, would like through this summit project initiate a dialogue between the public sector, the private sector and consumers regarding concerted actions in favour of the development of ICT at the pan-African level.

According to the GSM Association (GSMA), the mobile telephony segment will generate US\$71 billion taxes in sub-Sahara Africa between 2000 and 2012. However, this figure could be higher if governments in the region would decide not to list and tax mobile devices and services as luxury goods. Moreover, a review of the taxes applied to this sector in 2007 has generated a growth of 43 million mobile subscribers and consequently a tax surplus of US\$930 million between 2007 and 2012 according to a report from Frontier Economics commissioned by the GSM Association. For example:

- Tax revenues could increase by 30% in Chad, 20% in Ghana, 15% in Cameroon, 15% in Nigeria, 11% in Congo, 8% in Malawi and 7% in Zambia.
- The cost of ownership of a mobile phone could significantly come down: 25% in Congo, 24% in Cameroon, 22% in Chad, 18% in Malawi, 16% in the Democratic Republic of Congo and 14% in Nigeria.
- For the entire region, the number of mobile subscribers could jump by 43 million increasing the penetration rate from 33% to 41% by 2012.

In summary, an increase of tax revenues from the ICT sector is an economic growth factor which generates wealth for the states. This will further help to implement social and economic development programmes in Africa. This is why it is necessary to involve consumers when drafting and implementing policies for the development of ICT in Africa.

The initiative of a first Pan-African ICT Consumers Summit is necessary to start up a discussion between the public sector, the private sector and consumers on how to:

- implement a taxing system for the development of ICT in Africa
- continue the liberalisation and privatisation process and strengthen the regulatory bodies
- promote infrastructure sharing
- lower communication costs and the Internet
- focus on broadband
- include mobile telephony in policies on universal access
- improve the use of funding for universal access and services
- develop public access to the Internet
- explore ICT contribution to climate change
- explore ICT contribution in the fight against international terrorism

## Objectives

This Pan-African ICT Consumers Summit project which will bring together consumers associations, representatives of states (Ministries and MPs), regulators, regulators associations, and finally international organisations is a first.

The summit intends to:

- strengthen capacity building of consumers associations to join the actors of the telecommunication sector on policies on ICT development for Africa;
- start a dialogue between ICT service consumer's representatives and the actors of the sector in Africa;
- adopt a lobbying action plan for the consumers associations to promote (regulation and infrastructures) ICT in Africa
- set up and run sub-regional offices of the African ICT Consumers Network
- create and foster a pan-African conscience regarding consumers rights in ICT services

## Outcomes

Following this first important African summit regrouping consumers associations, representatives and legislators in charge of telecommunications on the African continent:

- 53 consumers associations from 50 African countries will have strengthened their capacity building in the telecommunication sector;
- a lobbying action plan for the promotion of ICT is adopted at the continental level
- the International Telecommunications Union will have strategic partners for the promotion of information technology and communications in Africa;
- telecommunication operators and equipment manufacturers will be able to dialogue with representative bodies, the consumers associations representing 996,553,200 consumers of ICT services across Africa;

- governments and MPs will be more aware about consumers expectations regarding ICT policies in African states;
- sub-regional offices (North Africa, Southern Africa, East Africa, Central and West Africa) will be set up

## Description of the project activities

To achieve these goals and reach the results described above several activities are scheduled to take place prior, during and after this first Pan-African ICT Consumers Summit.

**Pre-summit activities:** during the preparatory period, we will identify a high profile African personality showing excellence or involved in the promotion of ICT in Africa. This personality will be the sponsor of this first summit. The selection of an African personality will happen in parallel with targeting potential sponsors, fundraising for the project and identifying the host country where the summit will take place. These tasks will be carried out by the team of the consumers right association of Benin which manages the office of African ICT Consumers Network (AICN).

When the above tasks are completed, a committee will be set up to draft a communication plan for the event. The roll out of this communication plan will inform Africa and a large part of the rest of the world about this first summit of African ICT consumers.

**Summit preparations:** the organisational committee which is at the heart of the summit preparations will be first tasked with the efficient implementation of the communication programme. It will co-ordinate the activities of the AICN's member organisations to finalise the list of participants to the summit. The committee will identify and contact professional experts to facilitate the workshops organised during the summit.

Following the launch of the communication programme, the finalisation of the participants list and the selection of experts, presentations topics and conference equipment will be arranged. At the same time, arrangements for visas, flights, accommodation and catering for the summit's participants will start to be made.

**The summit:** The first pan-African summit of ICT consumers will take place in an African country. Once the logistic has been set up and presentations have been finalised, the organisational committee will travel to the country hosting the summit, ten days ahead of the date of the beginning of summit. The committee will carry out the final checks and work with local authorities to finalise the last administrative procedures and recruit local staff.

The summit will span over three (3) days with presentations and workshops while the exhibition of products and services by the sponsors of the summit will span over five (5) days

Officials of the hosting country and high profile personalities of the telecommunications sector will be invited at the opening ceremony of the summit. The two-day workshop will be facilitated by people identified by the AICN. On the third day, the general assembly of the AICN will take place and will discuss and decide on the set up of sub-regional offices.

**Promotion of ITC products and equipment:** In parallel with the presentations and workshops, there will be an exhibition organised by equipment manufacturers and telecoms operators to showcase their services and products to African consumers. Exhibitors will be in majority the sponsors of the summit.

**Post-summit lobbying actions:** Following the summit’s workshop, recommendations will be formulated leading with actions for the development of telecommunications and ICT in Africa. Consumers associations, member of the AICN, will organise themselves to implement the Summit’s recommendations in the main countries in Africa. Lobbying actions will contribute to improving the regulatory framework and developing telecommunication infrastructure networks across the African continent.

**Activities timeline**

Months	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Activities</b>												
Fundraising and identification of host country and sponsors	■	■	■	■								
Setting up the working committee			■									
Pre-Summit’s PR campaign				■	■	■	■	■	■	■		
Summit’s material is finalised (participants list, PR documents, presentation, office equipment, etc.)					■	■	■	■				
ICT exhibition programme is finalised							■	■	■			
First pan-African ICT consumers Summit session										■		
Post-summit lobbying actions											■	■

## DETAILED BUDGET OF THE PROJECT

N°	DESCRIPTION	QUANTITY	PRICE PER UNIT	TOTAL(FCFA)	TOTAL(USD)
<b>SUMMIT PREPATORY COMMITTEE</b>					
1	Preparatory missions (5 missions)	5	1 000 000	5 000 000	11 086
2	Summit's Public Communication(10 months)	10	5 000 000	50 000 000	110 865
3	Summit Secretary (10 months)	10	2 000 000	20 000 000	44 346
	<b>Sub Total 1</b>			<b>75 000 000</b>	<b>166 297</b>
<b>SUMMIT</b>					
4	Flight tickets (150 participants)	150	500 000	75 000 000	166 297
5	Accommodation (150 participants)	150	100 000	15 000 000	33 259
6	Airport transfer to and from Hotel (150 participants)	150	10 000	1 500 000	3 326
7	Catering (lunch and dinner)(150 pers x 4 days)	1200	12 000	14 400 000	31 929
8	Interpretation (6 people x 3 days)	18	451 000	8 118 000	18 000
9	Translation	1	5 000 000	5 000 000	11 086
10	Conference Documents (150 people)	150	25 000	3 750 000	8 315
11	Hostesses (10 people x 4 days)	40	50 000	2 000 000	4 435
12	Hiring of office equipment	1	1 000 000	1 000 000	2 217
13	Conference room and meetin rooms	1	2 000 000	2 000 000	4 435
14	Participants Perdiems (150 people)	150	30 000	4 500 000	9 978
15	Office consumables	1	2 000 000	2 000 000	4 435
16	Experts fees (10 presentations)	10	451 000	4 510 000	10 000
17	Organisational Committee (10 people)	10	451 000	4 510 000	10 000
18	Panels chairs fees (6 chairs)	6	90 200	541 200	1 200
19	Panels moderators fees (6 moderators)	6	90 200	541 200	1 200
20	Summit General Chairman fees (1 chairman)	1	541 200	541 200	1 200
21	Preparation of the summit's recommendations (2000 samples)	2000	3 000	6 000 000	13 304
22	Printing of the summit's recommendations (2000 samples)	2000	1 000	2 000 000	4 435
23	Mailing of the summit's recommendations (2000 letters)	2000	1 000	2 000 000	4 435

24	Electronic version of the summit's recommendations (200 USB keys)	200	10 000	2 000 000	4 435
25	Press coverage of the summit (10 TV channels and 10 radios)	10	500 000	5 000 000	11 086
26	Preparation of TV debates (4 TV channels)	4	700 000	2 800 000	6 208
27	Badge preparation and printing (150 participants)	150	2 000	300 000	665
	<b>Sub Total 2</b>			<b>165 011 600</b>	<b>365 879</b>
<b>POST SUMMIT LOBBYING ACTIONS TO IMPLEMENT RECOMMENDATIONS</b>					
28	Preparation of TV spots (3 languages)	3	5 000 000	15 000 000	33 259
29	Preparatin of Radio spots (3 languages )	3	500 000	1 500 000	3 326
30	Lobbying trips in 10 states (10 trips)	10	2 000 000	20 000 000	44 346
31	Press conferences in 10 states (10 conferences)	10	1 000 000	10 000 000	22 173
32	TV broadcast in 10 states (10 countries x 10 days X 3 times per day)	300	300 000	90 000 000	199 557
33	Radio broadcast in 10 states (10 countries x 10 days X 3 times per day)	300	50 000	15 000 000	33 259
	<b>Sub Total 3</b>			<b>151 500 000</b>	<b>335 920</b>
	<b>Institutional support (10% budget total)</b>			<b>39 151 160</b>	<b>86 810</b>
<b>TOTAL COST OF THE PROJECT (Sub Total 1+ Sub Total 2 + Sub Total 3+ Institutional support)</b>				<b>430 662 760</b>	<b>954 906</b>

1\$USD=

451 FCFA

**Photo N°1:** Romain Abilé HOUEHOU, AICN Coordinator received in Geneva by Hamadoun I. TOURE, ITU General Secretary.



**Photo N°2:** ITU Telecom Event (october, 05-09, 2009 in Geneva ,Switzerland) First Announcement of the First African ICT Consumers Summit.