



# ***Global Digital Innovation & Investment Summit 2013-2015: Scaling Science, Technology & Culture to Meet the Millennium & Sustainable Development Goals***

## **SUMMIT AND INITIATIVE OUTREACH AND OUTCOMES**

### **CONNECTING THE DOTS FOR RADICAL CONNECTEDNESS**

**Monday September 23, 2013**

#### **1. CALL TO ACTION**

**THE STAKES COULD NOT BE HIGHER FOR SUSTAINABLE SOCIAL INCLUSION AND GLOBAL ECONOMIC GROWTH.**

**THIS SUMMIT AND THE GLOBAL DIGITAL INNOVATION & INVESTMENT INITIATIVE (GDIII) RECOMMENDS THAT AS A PREREQUISITE TO PROGRESS THERE MUST BE DEDICATED NATIONAL DIGITAL INNOVATION AND INVESTMENT TARGETS FOR ALL OF THE POST-2015 UNIVERSAL SUSTAINABLE DEVELOPMENT GOALS (SDGs).**

**THE FAILURE TO DO SO FOR THE MILLENNIUM DEVELOPMENT GOALS (MDGs) IS A MAJOR FACTOR FOR OFF TRACK DELIVERY OF ALL THE GOALS SINCE 2000. MAINSTREAMING DIGITAL DEVELOPMENT IS THE FINAL PUSH TOWARD THE MDGs AND IN AGREEMENT ON THE POST 2015 SDGs IS A PRIORITY FOR ALL STAKEHOLDER**

**IN DIGITAL HEALTH, EDUCATION AND JOB CREATION, THE UNIQUE OPPORTUNITY IS TO UNLEASH A NEW MINDSET FOR MULTI-STAKEHOLDER COLLABORATION. THE CHALLENGE IS IN THE DISCOVERY, DEVELOPMENT AND DELIVERY OF THE TOOLS TO EQUIP ALL STAKEHOLDERS FOR THE POST 2015 GLOBAL DEVELOPMENT AGENDA**

**Essential Tools to Enable this Call to Action will include:**

#### **2. CREATION OF A CONCEPTUAL FRAMEWORK AND BUSINESS MODEL FOR SUSTAINABLE DIGITAL DEVELOPMENT AT NATIONAL AND REGIONAL LEVELS**

#### **3. MATCHING METRICS FOR RADICAL CONNECTEDNESS IN A CHANGING WORLD**

#### **4. A SERIES OF THOUGHT LEADERSHIP AND MULTI-STAKEHOLDER JOURNALS**

- (i) “Panaceas and Pandora’s Box – Digital Health: A Key to Global Development”**
- (ii) “Unraveling the Gordian Knot – Digital Education: A Key to Global Development”**
- (iii) “Democratization or Disintermediation? – Digital Jobs for Global Development”**
- (iv) “Deconstructing Digital Divides for Women, Girls, and Youth in Global Development”**
- (v) “Work in Progress – A Multi-Stakeholder Roadmap for Digital Development Partnerships”**

#### **5. OUTREACH CAMPAIGN FOR DIGITAL DEVELOPMENT PARTNERSHIPS**

- (i) GDIII ([www.GDIII.org](http://www.GDIII.org)) and I-ENGAGE ([www.gkpfoundation.org](http://www.gkpfoundation.org)) Web Platforms**
- (ii) Global and Regional (China, June 2014) Digital Innovation & Investment Summits 2013-2015**

## **Why the Global Digital Innovation & Investment Initiative Now?**

From 2000 to 2013, the international development community has unwittingly failed to engage the private sector effectively for the accelerated delivery of digital solutions to the MDGs, and again now risks to deny these profoundly creative and transformational resources in the formulation and implementation of the post-2015 SDG agenda, at the very time digital technology and innovation are redefining the reality of people-centric daily life, lifestyles and livelihoods. This error is an unrealistic and simply unsustainable omission if the demands of future global human development goals are to be met for decades to come.

We are entering an exciting period of global partnership and industry transformation in the new digital age. Those who want to lead the digital future must quickly decide what path they will take moving forward. We are at a moment in technological, social and economic history as profound as the break-up of the Bell system and privatization of BT in the 1980s, the dawn of the Internet and World Wide Web in the 1990s, the explosion of cellular mobile in the 2000s, and that of global search engines and social media networks via broadband today.

All stakeholders must take a front seat in driving global citizenship through corporate social responsibility, participating in the growth and prosperity of the market, and nurturing the vital labor pool for Science, Technology & Innovation (STI) and Information and Communication Technology (ICT) with a view to the stability and security of the future global networked economy and society. The digital economy is at a crossroads, and a neutral, independent compass through the labyrinth of new roles and responsibilities for each and every player is needed now for timely strategic decision-making and resource allocation.

We are indeed entering a somewhat surreal state that combines the discontinuity of disruptive change with the continuity of total connectedness and convergence. A state where the democratization and decentralization of soft digital power must somehow co-habit and cohere with the concentration and centralization of raw digital power. The intersection of STI, ICT, the MDGs and the SDGs is an historic opportunity to align business, government and civil society interests as combined forces for good governance, global stability and security, social inclusion and economic growth.

In defining an *Initiative* methodology, and building on the essential premise that there is a critical need in both developed and developing countries alike for the rethinking and re-prioritization of science, technology and cultural innovation in national policies, plans and programs, the key data gaps in the digital development value chain – and with specific reference to *Digital Health*, *Digital Education* and *Digital Jobs* – that the *Initiative* will address with business, government and civil society can be summarized as five critical missing links:

- 1. *The lack of new performance metrics for the distribution of raw and soft digital power in a changing world of radical connectedness;***
- 2. *The immature understanding of the basic interplay between network and development dynamics, and how the paradox of the decentralization yet concentration of digital power will play out;***
- 3. *The definition and delineation of digital public goods and services, and how these can be monetized through micro-payment systems and other mechanisms;***
- 4. *The scarcity of socio-economic indicators for radical connectedness in a changing world, and how digital job creation can dissipate the effects of employment disintermediation and digital silos;***
- 5. *The paucity of scalable and sustainable business models for digital development in resource poor settings, and the dearth of models for effective multi-stakeholder partnerships in the digital era.***

**The *Global Digital Innovation & Investment Initiative* will have a finite three-year time horizon (2013-2015) intended to directly influence and support the final push toward the Millennium Development Goals (MDGs) and the design of the post-2015 Sustainable Development Goals (SDGs).**

Diverse stakeholders are in urgent need of a roadmap for digital innovation and investment in the context of global development. Building on the breakthrough work of the *G8 DOT Force* and *UN ICT Task Force* at the beginning of the MDG project in 2000, the UN Millennium Project in 2005, and the *Broadband Commission for Digital Development* in 2010, the *Initiative* will avoid duplication or overlap in connecting the dots for digital development with a laser focus on *Digital Health, Digital Education and Digital Jobs*, backed by a fresh conceptual framework and data metrics for radical connectedness in a changing world.

All stakeholders – traditional wireless and fixed network carriers, new search engine and social media providers, equipment vendors, government and multilateral agencies, and NGOs – all bring unique skill sets and diverse products and services to the digital party. Yet roles and responsibilities have become increasingly muddled. We see a new digital divide between nation state agendas and “virtual” Internet agendas that must be bridged. Who owns or will be the gatekeepers of ideas and information? Who will fund future basic infrastructure investment? How will digital content ultimately be monetized?

Above all, what truly innovative and transformational digital public and private goods and services can entrepreneurs create using disruptive technologies, with what incentive schemes, and in a cyber-safe ecosystem immune to threats from rogue Internet states and entities?

In the context of the *GDIII*, the optimum methodology will be in mapping the STI and ICT mega-trends of smart mobility, social networking, cloud computing, big data analytics and broadband communications to the key data gaps in the digital development value chain identified above, and thence to the post-2015 Universal Goals, National Targets for Providing Quality Education and Lifelong Learning; Ensuring Healthy Lives; and Creating Jobs, Sustainable Livelihoods, and Equitable Growth. This will result in the creation of a digital development dynamic for Digital Health, Digital Education and Digital Jobs.

### **Partners and Partner Coalitions Outreach**

Founding partners with the *Global Digital Innovation & Investment Initiative (GDIII)*, which will integrate the existing *Global Digital He@lth Initiative (GDHI)*, are the *Global Knowledge Partnership Foundation (GKPF)*, the *Institute for International Cooperation and Development (IICD)*, the *Global Partnership for Education (GPE)*, the *Global Partnership Forum (GPF)*, the *Advanced Development for Africa (ADA) Foundation*, and their constituencies, with the active support of *The Earth Institute at Columbia University* and the *Columbia Institute for Tele-Information (CITI)*.

*GDIII* will work in close cooperation with the *Internet Corporation for Assigned Names and Numbers (ICANN)* and *Internet Governance Forum (IGF)*, the *International Telecommunication Union (ITU)* and *Commonwealth Telecommunications Union (CTU)*, *UN DESA/ECOSOC*, *UNGA*, *UN Global Pulse*, *UNESCO*, *UNAIDS*, *UNFPA*, *UNICEF*, *The Partnership on Maternal, Newborn & Child Health (PMNCH)*, *GAVI Alliance*, *The Global Fund*, *UN Women*, *International Labor Organization (ILO)*, *World Intellectual Property Organization (WIPO)*, *The World Bank Group (WBG)*, *Organization for Economic Cooperation and Development (OECD)*, *GSM Association (GSMA)* and the *World Economic Forum (WEF)*.

The private sector and cross-sector partners for the *GDIII* will be drawn from a number of key coalition communities including mobile carriers and devices, Internet content and connectivity, mass media, global philanthropy, health technology and pharmaceutical, education and training, and international aid organizations. Government input to the G8, G20, G77, African Union (AU), Asia-Pacific Economic Cooperation (APEC), and European Union (EU) will be ongoing. Key national government partners, participating in dedicated field work and country profiles as a major nexus for the *GDIII*, will include the Government's of Brazil, China, Fiji, Ghana, India, Mozambique, Nigeria, Rwanda, Senegal, and Zambia.

For more information see [www.GDIII.org](http://www.GDIII.org)