



Tech Trendscouting Toolkit

Or: How to Become a Tech Trendscout for
Digital Innovation with Social Impact in Africa.



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Foreword



Prof. Dr Peter Bruck

Digital technologies affect the way we live, interact and work. The impact of digital technologies can be transformative when the benefits of innovation flow to society rather than individuals. Many organisations are looking for such promising digital social innovations, which have the potential to contribute to greater economic and financial inclusion, increased political participation, better healthcare, smart urban development, etc.



Dr Jan Schwaab

Inspiring creative entrepreneurship, connecting partners in a dynamic entrepreneurial ecosystem and developing new solutions for sustainable and inclusive development are goals shared by the World Summit Awards (WSA) and Make-IT in Africa, an initiative implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

As innovation cannot happen in isolation, trendscouting is key for inspiration and shaping future innovation. Therefore, WSA and Make-IT in Africa both collaborate with local partners and ecosystem experts to leverage the brightest new solutions for sustainable and inclusive development. We reach out to business and finance partners, mentors, jurors, speakers, experts, government leaders, academia and civil society. Their expertise, networks and continuous support for entrepreneurs among their communities shape innovation ecosystems across the globe.

In Africa, in particular, ecosystems develop at a stunning pace. However, the international visibility of African entrepreneurs is limited. Identifying and exposing their products to international

partners can make a decisive contribution to their success, and here, trends scouting can make a real difference. Therefore, supported by the Global Innovation Gathering (GIG) network, we collaborated with Konnektiv to develop a Tech Trends scouting Toolkit for Social Impact in African countries, to showcase best practice and improve trends scouting across the continent.

We would like to thank Asmaa Guedira, Geraldine de Bastion, Tolu Agunbiade, Yatan Blumenthal-Vargas and Zoe Stroebel-Haft from Konnektiv for their valuable work in putting this toolkit together. Our special thanks also goes to all the WSA experts who dedicated time to contributing and sharing their insights with us.



Prof. Dr Peter Bruck
Chairman of the
WSA Board of Directors



Dr Jan Schwaab
Head of Programme
Tech Entrepreneurship Initiative
Make-IT in Africa (GIZ)



About 'Make-IT in Africa'

Make-IT in Africa promotes digital innovation for sustainable and inclusive development. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements this project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

In collaboration with more than 30 corporate and financing partners, social enterprises, hubs and networks, 'Make-IT in Africa' strengthens enabling environments for young tech entrepreneurs – to provide better access to finance for growth, markets and skills.

More information: www.make-it-in-africa.org





About the World Summit Awards (WSA)

In June 2018, the World Summit Awards (WSA) became a member of the Make-IT Alliance. WSA is a unique awards system and global network, selecting and promoting local digital innovation with high impact for improving society. WSA has its origins in the United Nations World Summit on the Information Society (UN WSIS) and has an emphasis on closing digital divides. It is an active contributor to the UN Sustainable Development Goals and thus has a global reach, which also includes nearly all African countries. Combining an ongoing series of international events and activities with a global network of start-ups, social entrepreneurs, mentors, jurors, speakers, experts, government leaders, academia and civil society, WSA is an international platform for cutting edge examples of how ICTs can have a positive impact on society. Running for over 15 years, WSA has become a quality seal for digital content with societal impact in over 180 participating countries.

More information: www.worldsummitawards.org

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1. Supporting Digital Innovation Trends scouting in Africa



Introduction and Purpose

Aim and Background of this Toolkit

Innovation, start-ups and entrepreneurs are playing an increasingly important role in creating sustainable, scalable solutions for development issues. While some of them manage to connect to relevant support networks such as hubs, co-working spaces and accelerators that help them to create sustainable businesses and scale their innovations, others may not find such networks and thus work outside of innovation ecosystem structures.

As these new entrepreneurial actors become more important in development contexts, the task of identifying promising solutions and stakeholders becomes increasingly important for development organisations.

This toolkit aims to gather and describe tech trends scouting best practices to support entrepreneurship and digital innovation with social impact in Africa. As a joint collaboration between GIZ and WSA, conducted by Konnektiv with the support of the Global Innovation Gathering network, this toolkit offers tangible step-by-step guidelines, inside knowledge and further useful resources.



Scope and Methodology

Methodology: Workshop, Interviews and Data Analysis

With this toolkit, we offer an alternative guide for individuals who want to identify and support innovation and technology-driven businesses with social impact at their core. There are currently few websites and tools that explain how to discover and map out social innovation trends and successful businesses of this kind.

This toolkit was built with a collaborative process that involved stakeholders and trendsouts from emerging countries all over the world, and from Africa in particular. It is based on an online survey, in-depth analysis and 13 expert interviews, as well as an interactive workshop which took place in Accra. We asked people who actively support their ecosystem as hub managers, innovators and advisers how they view their work, what their passions are, how they relate to their local community and ecosystems and asked them to share their secrets, successes and failures. You can find some of the experts in the third chapter.

This toolkit aims to provide some key information, tips and best practices for becoming a trendsout and describes the most important ecosystem players for digital social innovations. Therefore, we compiled 9 steps for you on how to become a tech trendsout in the next chapter.



2.

Nine Steps to Become a Tech Trendscout

A short guide to support practitioners from mapping their stakeholders to nurturing and growing their ecosystem.



Nine Steps to Become a Tech Trendscout for Digital Social Innovation

An outline for community-building, trendscouting and awarding tech-based innovation projects – in 9 key steps.



STEP 1

Make your purpose statement clear: “Why do you do the work you do?”

Know your purpose and passion, and communicate them clearly.

STEP 2

Define the values you want to share and the approach you want to adopt.

Move from “Egosystem” to “Ecosystem”, where the values of collaboration, openness, sharing and trust are central.

STEP 3

Find your target audience and carry out ecosystem mapping: “Who are the people and organisations in the ecosystem who share these values and resonate with you?” Map all relevant stakeholders related to the digital social innovation ecosystem and start connecting with them.

STEP 4

Go to meetups and host events.

Networking is the first step towards building a community. Go to events hosted by selected stakeholders identified with your mapping and start organising your own events.

STEP 5

Foster collaborations.

Build a community by going beyond networking. It is all about giving, hosting, sharing and collaborating. Try to become a collaboration connector yourself, brokering relations within and outside your ecosystem.

STEP 6

Nurture your community and engage with your stakeholders.

Moderate your community with a community manager or ambassadors. Be sure to create value on a regular basis.

STEP 7

Share knowledge with your ecosystem and community: Content review and thought leadership.

Create and share knowledge through various platforms in an open and collaborative way. Publish content online. Provide workshops and trainings to reinforce the skills of your community members.

STEP 8

Communicate well about what you do.

Ensure that you have a good strategy for communicating with your community. Present your content clearly with a simple, high-quality website and an active social media presence. Use collaborative tools and stay away from jargon.

STEP 9

Find and select the best innovations.

Complete your background knowledge with research on various platforms. Organise contests and awards to select the best innovations, based on the Sustainable Development Goals (SDG) framework. Make sure to clarify the added value of being part of your ecosystem.



Step 1 – 2: Define Your “Why”

Make your purpose statement clear: “why do you do the work you do?”

When we look at digital innovation with social impact, most entrepreneurs and innovators are motivated by a strong purpose and a passion. Defining your vision and the reason why you do the work you do is the first key step.

When reaching out to people or looking for experts and partners, having a clear idea of your purpose will make it easier to engage with them and keep the conversation going. People often join a community because they resonate with its vision, so make sure you define yours well.

Define the values you want to share and the approach you want to adopt.

Selecting a set of values that will drive your behaviour, ecosystem and community is crucial. Ask yourself how you want to be seen by the people you will interact with when scouting for innovations and experts.

The start-up sector and its for-profit culture have often proven to be egocentric. It sometimes seems to be more about glorifying a successful individual than valuing the team work and collective intelligence behind this success.

Social digital innovators are currently creating a shift in mindset and values as they move from such “Egosystems” to “Ecosystems”. Originally, the concept of an ecosystem comes from nature and biology, where collaboration, openness, sharing, synergy and trust are default values for life to emerge and thrive. To become a strong ecosystem player, you must play by the rules of the ecosystem and put its interests first.



Step 3: Then Start with “Who”

Find your target audience and carry out ecosystem mapping: “Who are the people and organisations in the ecosystem who share these values and resonate with you?”

The next step after defining a strong mission and clear set of values that can resonate with your audience is finding the right people.

People within ecosystems are the primary source of information about innovation, especially when it comes to social impact. The more you know about the stakeholders interacting in your networks and ecosystems, the better your understanding and the stronger the impact you will have.

Mapping all stakeholders in your ecosystem is therefore a key step for identifying digital social innovation. There are different ways of carrying out ecosystem mapping. You can start by looking at the data available online, and complete your knowledge in a collaborative way by involving other people or members of other communities.

The stakeholders to look at are: innovation hubs, co-working spaces, makerspaces, incubators and accelerators, entrepreneurs and mentors, existing innovation networks, government and policy-makers, universities, entrepreneurship centres, advocacy groups, investors and global development agencies.

Tools for Step 3



Innovation hubs, accelerators & incubators

We have compiled below a list of places and spaces where innovation is often found in Africa, from innovation hubs to universities, co-working spaces and incubators:

MEST Incubator	Corporate-sponsored training programme, incubator and investor present in Ghana, South Africa and Kenya.
Growth Africa	Acceleration programme in Kenya, Uganda, Ethiopia and Zambia.
Jokkolabs	French speaking hubs, accelerators and social change programmes in Senegal, Cameroon, Benin, Gambia, Ivory Coast, Burkina Faso, Mali, Morocco.
IceHubs	Co-working spaces and communities in Egypt and Ethiopia.
Impact Hub	A worldwide network of co-working spaces and communities with a focus on social entrepreneurship.
FabLabs	A worldwide network of makerspaces with a focus on distributed manufacturing.
University Entrepreneurship Centres	Universities, Technology Transfer Offices and Centres for Entrepreneurship are often overlooked and worth checking out. E.g. Morocco Centre for Entrepreneurship.
CC Hub Nigeria	Social-oriented innovation centre dedicated to accelerating the application of social capital and technology for economic prosperity.
iHub Kenya	Biggest co-working space and ecosystem innovator since the early years in Nairobi’s start-up scene.
SDG Accelerator	An accelerator programme focusing specifically on ventures with a SDG focus.



Online Databases

Finally, you can also find many projects online. This is a list of uncurated databases and online tools to complete your overview:

F6S	Online community used by many accelerator programmes and events.
Google Alerts	Use alerts to get notified whenever there are new innovations on your subject of interest. Make an alert, for example, for “social digital innovation” and the name of your location.
Crunchbase	Crunchbase is a database of start-ups and their funding history.
AngelList	AngelList is an online database of investors and start-ups and their funding history.





Step 4 – 6: How to Build and Maintain Your Community

Go to meet-ups and host events.

Building a community starts with networking. Find the events happening in the ecosystem and the communities you want to connect with. You can look at start-up events, conferences on a targeted topic or community meet-ups (more informal and better for approaching specific people than bigger conferences).

Once you have made yourself familiar with the digital innovation ecosystems around you, you can consider starting to host your own events. Identify the main connector(s) in a given community and collaborate with them on a chosen topic or contact a hub or university accelerator, offering to host a talk. Innovation hubs and spaces are often looking for contributors to animate their communities.

Foster collaborations.

Once you have established yourself and connected with existing networks, the challenge resides in building strong relationships. Networking can quickly become more about selling yourself or your purpose, while community building is all about giving, hosting, sharing and collaborating. With the latter, you put the interests of the ecosystem before your own.

Applying this principle to relationships means that you have to become a connector yourself, brokering relations and bringing value to the stakeholders you have met at events or who came to the events you hosted.



Nurture your community and engage with your stakeholders.

To engage with people, you need to bring them value in the long term. It implies that you take into account the diversity of actors involved in your community, even the external ones, and create a process that provides the best conditions for everyone to participate in this community for the long-term.

You need to become a community manager or surround yourself with one or two individuals who have the skills to support you in facilitating the community. They will help you plan events (on- and offline), host the community and develop the content you will push, as well as moderate the conversation happening in the spaces you create. You can also provide trainings for people to become ambassadors and support you as you scale your impact in both the real and digital world.

Gathering and nurturing a community is a systemic way to increase impact, especially for digital social innovation. To enable your ecosystem to create positive impact, you need to focus on building a community of collaborators who trust you and whom you also provide value.

Tools for Step 4



Events & Conferences

In addition to spaces like innovation hubs, there is a range of useful events where you can learn about the latest trends and meet other influencers and innovators alike:

- Startup Weekend**

Innovations arise organically as well as from organised events. Startup Weekend exists all over the world and is a format that focuses on a topic (also social impact) and develops start-ups in just a few days with mentors.
- MakerFaire**

A celebration of invention, creativity and curiosity showcasing the very best of the global Maker Movement. People of all ages and backgrounds gather to learn, share, play and make.
- SOCAP**

An event that brings together impact investors, world-class entrepreneurs and innovative cross-sector practitioners dedicated to increasing the flow of capital toward social good.
- re:publica**

A conference focusing on digital society, innovation and media happening in Berlin, Los Angeles and Ghana.
- WSA Global Congress**

The yearly highlight of every WSA, introducing the 40 winners of the year and bringing the global community together.

Tools for Step 5



Collaboration

Many organisations use online tools to work collaboratively and ensure good communication, information flow and knowledge management:

Cobudget	A tool for collaborative budgeting and financial management that makes it easy for organisations and groups to allocate funds collaboratively and transparently.
Loomio	An app that helps people make decisions together, saving time, giving clear outcomes and keeping everything in one place.
Slack	A messaging app customised for productivity and the workplace that offers group conversations via channels, thus making it easier for people to only be in conversations they want to be.
Telegram	A secure messaging platform with call features and group sizes of up to 5,000 members. For large groups, make sure to have a moderator and instructions on how and what to post in terms of content.
WhatsApp	WhatsApp is a messaging platform owned by Facebook and also has call features.
Open Source Collaborative Office Suites	<p>There are many alternatives to GoogleDocs for working collaboratively, like Gobby, Etherpad, Firepad, OnlyOffice or own Cloud Documents.</p> <p>https://gobby.github.io/</p> <p>https://etherpad.org/</p> <p>https://firepad.io/</p> <p>https://www.onlyoffice.com/de/</p> <p>https://owncloud.org/features/</p>



Building a Network & Relationships

You can use the following mapping tools to help you visualise networks and build communities:

- Graphcommons** Map networks by transforming data into interactive maps, untangling complex relations that impact you and your communities.
 - EU Digital Innovation Toolkit** From network mapping to open business models, this collection of resources and tools is a good source of inspiration for innovation.
 - Community Canvas** A great tool to look at when trying to map your community and regularly reflecting on how to nurture it.
 - Platform Design Toolkit** This toolkit can be used by social entrepreneurs who want to design better organisations and aim to achieve scalable impact.
-







Step 7 – 9: What Value and Content Can You Bring to Your Ecosystem?

Share knowledge with your ecosystem and community:

content review and thought leadership.

Producing and releasing useful content is essential to engage with your community. Developing tools and thought leadership through publications, videos, online and offline classes, workshops, talks and conferences, or trainings that provide value to your community will make you a supporter and enabler of the growth of the people around you, adding to this trust layer.

The more open you are when sharing and giving access to your knowledge and resources, the better you will be able to foster participation and collaboration. Communities often face the challenge of closing up. Being open to diverse groups of people and inclusive – especially when you work around social impact projects, organisations targeting remote populations or those with low-level access to resources – can make the difference.

Communicate well about what you do.

Communication is often forgotten or underestimated, especially when it comes to projects with social impact, even though this is vital for fostering engagement and collaboration. Ensure that you develop a good communication strategy to nurture your community, guarantee participation and easily onboard new contributors.

Set up transparent objectives and plans, present your content in a clear format (good website, social media, open source and using collaborative tools, as outlined on the next pages) and use language adapted to your audience (avoid jargon as much as possible).

The success of online communication depends on sharing your content on various platforms and making it as visual as possible. Investing in public relations (PR) is also essential to engage with a broader segment of society once you have built your community and wish to further establish your legitimacy.

Find and select the best innovations.

The most important part of trendscouting innovation, especially in emerging countries, resides in your ability to connect with people who are experts in the field you have targeted. However, this must be accompanied by research, as well as observation of your local and regional trends on social media. Here are some suggestions on the type of content to look for online:

- **Crowdfunding sites** - have campaigns for art, products and technologies. Often, they are a good showcase for what matters to people or what could come in the future through good storytelling.
- **Agencies and corporates** - stay up-to-date by producing trend reports, briefings and content. Browse these to see what is going mainstream.
- **Awards** - What type of awards are there? Be aware of what is going on and differentiate between possible trends and promotion.
- **Influencers and opinion leaders** - Opinion leaders and futurists try to shape or predict the future, while influencers shape the trends. The important criteria while selecting which opinion leaders to follow is to make sure that those leaders appeal to groups that belong to different social circles.

Make sure that the content you share clarifies the added value of being part of your ecosystem and the incentives behind it, such as organising open contests and awards to select the best innovations.

Tools for Step 9



How to Train Yourself to See Innovation

You need to be able to understand the thinking and processes behind innovation to become a trendscout. The following resources include examples and frameworks on how to build and see innovation:

Books on Innovation

Books detailing social innovation theory and case studies on how social innovation works. E.g.

- The Unfinished Social Entrepreneur
- The Innovation Blindspot / The Innovator's Dilemma
- The Myths of Innovation
- The Ten Faces of Innovation

Award Winners

To understand innovation, it is best to look at projects that have won competitions such as the [WSA](#) and [Social Impact Awards](#) in different fields, from energy to inclusion to health.

Cross-pollination Technique

What works for one can work for more. Sharing and exchanging ideas across disciplines and sectors can lead to breakthrough innovations.

DIY Toolkit

A do-it-yourself toolkit specially designed for development practitioners to invent, adopt or adapt ideas that can deliver better results.



Social Impact – How to Know if Innovation Matters

To understand how innovation can have a social impact, it's important to know the leading impact frameworks and awarded innovations. We have included some major ones below:

Sustainable Development Goals (SDGs)	The 17 SDGs released by the United Nations in 2015, to be achieved by 2030. They include no poverty, zero hunger, education, gender equality, energy, clean water and many more, and are a global focus for which funding exists. Do research on them; this will be a good starting point.
World Summit Awards Criteria	<p>WSA puts forward technical and strategic criteria that can be useful to identify the right innovations.</p> <p>Technical criteria include content, functionality, design, technology and innovation.</p> <p>Strategic criteria focus on local impact, impact on communities and society, and value such as addressing UN SDGs, narrowing the digital divide, global relevance and potential.</p>
Ashoka Social Entrepreneurship	There are some organisations specifically focused on helping social entrepreneurs. Ashoka is one of the important ones.
Other Approaches to Social Impact	Social Impact Tracking is still a new field and there are always new interesting approaches like <i>IRIS</i> from the Global Impact Investment Network (GIIN). Keep up to date on this subject.

3.

Inside Knowledge for Becoming a Trendscout

Experienced trendscouts share their top tips, best practices and problem-solving tactics.





Oluwaseun David Adepoju

Founder of *TECHmIT Africa*, a technology and innovation advocacy platform based in Nigeria.

“Adopt the football scout model. Work with local communities to reach grassroots talent who aren’t online or in hubs. Check with the local schools, teachers, headmasters, community heads, head of clans and ethnic clubs. They know the exceptional talent but they do not always know how to support them.”



Emmanuel Amos

Founder of *Programos Foundation*, an NGO focused on the promotion of ICT-skills acquisition for youth in Nigeria. (WSA expert in Nigeria).

“The most important thing to do as a trendscout is to build relationships with various smart hubs across the continent. This is both economical and impactful for organisations looking for digital innovation talent.”



Agang K. Dithogo

Co-founder of *The Clicking Generation*, a social enterprise that offers ICT education services and computer training in Botswana. (WSA expert in Botswana)

“Trendscouts need to create an environment of trust. The reason why attracting high quality talent is difficult is because digital innovators are sceptical about the safety of their ideas.”



Astria Fataki

Founder of *Energy Generation*, a pan-African organisation empowering African youth through entrepreneurship.

“Become an expert in an area of choice to gain credibility and provide ambassador kits with methodology, communications resources and a media kit to scouts to add value and create better scouting. Refrain from copying and pasting strategies from one region to another. Each region is unique and requires its own unique strategy.”



Dayo Koleowo

Principal Investment Partner at *Microtraction*, a company providing funding for technology entrepreneurs in Nigeria.

“Learn to collaborate. Collaboration improves your reach and you have a compound effect when you work with other people. We need to collaborate more. We say this a lot but it is not being acted on enough.”



Christelle Scharff

Professor of CS Pace University and Founder of *Mobile for Senegal*, an education initiative promoting mobile application development in Senegal and other African nations. (WSA expert Senegal)

“Focus more on topical and technical guidance and look at coding bootcamps. There are too many soft guides and not enough focusing on actually building products. This technical guidance is going to help you build a quality network.”



Kelebogile Sephoti

Entrepreneurial Leadership Consultant with experience working with organisations such as the *Allan Gray Orbis Foundation*.

“Build a reputation of supporting entrepreneurs in the way that they want to be supported: not in the way that you want to support them. Nurture their dreams and ideas instead of imposing your own ways of working and ideals onto them.”



Sylvana Lewin

Community Manager at *MEST* in Ghana, an incubator providing training, seed investment and mentorship for the next generation of globally successful African software entrepreneurs.

“Connect with the people who are building the ecosystem. They already exist in every city: they could be from universities, from organisations such as the British Council, co-working spaces and innovation hubs. They will connect you and help you on your way.”



Kamal Yakubu

An award-winning Ghanaian serial entrepreneur in AgriTech and real estate, and Founder of *TroTro Tractor*, which helps farmers rent tractors and drivers via mobile phones.

“Help entrepreneurs eliminate distractions and provide value by providing them with connections or information that they didn’t have. The scouts we speak to regularly tell us about awards or make intros that add a lot of value to us.”



Jonathan Stever

Founder of *Impact Hub Kigali*, Rwanda, a creative space that works at the intersection of innovation and society to collaboratively create impact with an entrepreneurial mindset. He has lived in Rwanda for the last 10 years.

“Position yourself as a key influencer in your areas of interest. Also add value to target communities by sharing resources and simply giving back without thinking about returns.”



Omri Boral

Founder of *Tech for Good* in Israel, which partners with, invests in and scales up the start-ups of entrepreneurs who use technology to tackle social and environmental issues. (WSA expert in Israel).

“Keep innovating with your storytelling and messaging. This way you will stay present in people’s minds and they will call you when they see something worthwhile.”



Rudy Laddaga

Founder at *Gnius Club*, a laboratory of innovation, technology and creativity for children in Mexico. (WSA expert in Mexico)

“Leverage Google Alerts to scout for talent. Pulling data from multiple sources depending on the keyword used, Google alerts is a great way to collect a steady list of potential leads to reach out to and possible partners to build relationships with.”



Carolina Rossi

Founder of *InnovaRock* and one of the founding members of the wildly successful *Startup Chile* programme, a leading accelerator in Chile. (WSA expert in Chile)

“Handpick people and help them get more exposure. This way you will be helping them and getting more visibility yourself.”

4.

Glossary



Glossary

Breakthrough Innovation	Changes to an existing product, service or process that have a significant impact on the business sector.
Community	A group of people that comes together around a shared purpose or interest.
Digital Divide	The gap between demographics or regions that have access to modern information and communications technology and those that don't or have restricted access. This technology can include the telephone, television, personal computers and the Internet.
Digital Innovation	New ideas, methods, products or services that leverage online and technological advancements.
Digital Social Innovation (DSI)	An emerging field that lies at the intersection of three spheres: innovation, social and environmental problems and digital technologies.
Do It Yourself (DIY)	Building, making, modifying or repairing something without the direct aid of experts or professionals.
Ecosystem	A network of interconnected people or organisations where all stakeholders are committed to the shared well-being of the community. All forms of capital are valued, all costs are considered and transactions are transparent.
Egosystem	Network structured to satisfy shareholder wants and to privatise decision-making. Financial capital is valued above other contributions, costs are not fully disclosed and transactions lack transparency.
Influencer	Individuals or organisations that affect decisions, behaviours and actions of others.
Scout	To explore or obtain information about a certain topic.

Social Impact	A significant, positive change experienced within a pressing social issue. It is the effect on people and communities that happens as a result of an action, activity, project, programme or policy.
Sustainable Development Goals (SDGs)	The blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The goals interconnect and in order to leave no one behind, it is important that we achieve each goal and target by 2030.
Trend	A change in behaviour, situation or activities in a group of people or at a location.
Trendscout	Individuals or groups who look out for top ideas, innovation or talent in a given locale based on their field of interest.

5.

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As an agency working at the intersection of technology, collaboration and social development, Konnektiv focuses on new innovative approaches for international development in the field of digitalisation. A key asset of Konnektiv is our broad network of international experts with access to local knowledge and expertise in the field of digital innovation and tech entrepreneurship.



Geraldine de Bastion

Our team consisted of a diverse set of international experts based in Europe and Africa and included *Asmaa Guedira*, *Geraldine de Bastion*, *Tolu Agunbiade*, *Yatan Blumenthal-Vargas* and *Zoe Stroebe-Haft*.

Our key network partner was the **Global Innovation Gathering** (GIG), a vibrant, diverse community of innovation hubs, makerspaces, hackerspaces and other grassroots innovation community spaces and initiatives, as well as individual innovators, makers, technologists and changemakers. Supporting open and sustainable solutions developed by grassroots innovators, GIG acts as a global knowledge sharing platform for its members, runs different projects, including innovation policy advising, and cooperates with many innovation hubs from Africa.

This project began with a knowledge gathering workshop in Accra, Ghana, with trendscouting experts and international advisors sharing their experiences and insights. Building on this, a survey was created and distributed to our various networks and individual one-on-one interviews were conducted, focusing on trendscouting in Africa.

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