



# Moving Towards a Sustainable Data Economy

## The Data Economy Flagship of the Digital Transformation Center Kenya

### Background

The Digital Transformation Center (DTC) is the umbrella body for GIZ's digital projects in Kenya. There are three core components which focus on the Digital Economy, Data Governance and Digital Government. These components include several thematic topics at the regional level as well as several components of global projects such as the Data Economy Flagship.

to the digital transformation and data economy which leaves no one behind.

Project name	Data Economy Flagship
Commissioned by	Federal Ministry of Economic Cooperation and Development (BMZ) and the European Union (EU)
Executing agency	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Project region	Kenya
Duration	03/2021 - 11/2025

### The Challenge

The digital economy is one of the fastest-growing sectors globally, substantially impacting overall economic and social development and our daily lives. Today, the digital economy generates 15% of the world's GDP. In the next decade, 70% of newly created economic value will be based on digital business models, with data at the core. Staying ahead of current trends and market developments is crucial to succeed in this new economy. This includes designing conditions in which vast amounts of data can be handled, manipulated, and analyzed to fuel economic growth, digital innovation, and job creation.

### Our Approach

At a global level, the EU-AU Data Economy Flagship aims to support African countries in laying the foundation for a competitive, fair, and inclusive data economy through a Team Europe Initiative. It focuses on political and technical cooperation in Data Infrastructure, Data Governance Policies and Data Skills and Capabilities. In line with Pillar 1 'Work' of the Digital Strategy of the German Federal Ministry for Economic Cooperation and Development (BMZ), it promotes the development of a data-driven economy that contributes to job creation, especially for young people, and economic development in Africa.

Consequently, data and the terms under which public and private data are being used for non-commercial, commercial, and personal purposes are central aspects of today's global economy and have far-reaching consequences for our societies.

- Implementing data-driven use cases with local partners from the government, the private sector, and civil society aimed to create tangible value, such as the Ministry of Agriculture and Livestock Development or the Kenya Private Sector Alliance.
- Provision of support to decision-makers in designing comprehensive data governance frameworks for partner countries at the regional and national levels.
- Supporting the preparation of investment programs in green and secure data infrastructures and using data in local innovation ecosystems. It is planned that this partnership will have the support of the European Commission, bilateral donors, national promotional development Banks (i.e. KfW, AFD) and the private sector.

Coupled with the rapid growth of the digital economy, this requires stronger government oversight through clearly defined legal frameworks for data governance to (i) foster digital innovations and private sector investments in data infrastructure, (ii) ensure broad-based and inclusive economic benefits of the digital economy (iii) to protect the rights of citizens in terms of privacy, data protection and cybersecurity and (iv) to enable a human-centered and sustainable approach

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