



The 12th

# ICT4D CONFERENCE

FOUNDED BY  OCRS

**March 18-21, 2024**  
**Accra, Ghana**

[www.ict4dconference.org](http://www.ict4dconference.org)





# What to expect

## 700+ ICT4D practitioners

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Biggest in-person ICT4D event globally.  
Explore new business opportunities.  
Exchange innovations and experiences.

## Hands-on & interactive sessions

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Discussions with provocative questions.  
Practical workshops.  
Learning Carousel and demonstrations.

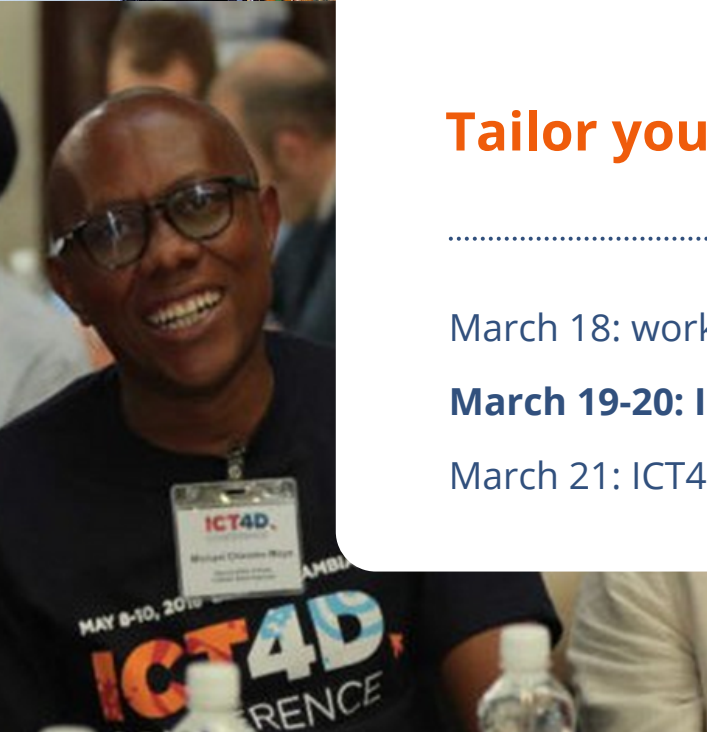
## Tailor your own conference

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March 18: workshops & networking events

**March 19-20: ICT4D Conference**

March 21: ICT4D Training Day



# BACKGROUND

The ICT4D Conference is a **dynamic multi-disciplinary gathering of 700+ inspiring leaders** and thought-provoking speakers from public, private and civil society organizations from across the humanitarian and international development community.

The global conference explores how **Information Communication Technology for Development (ICT4D)** and data innovations are making a measurable difference in millions of peoples' lives and increases the impact of humanitarian relief, development and conservation projects.

Highly interactive and hands-on, the conference attracts a diverse audience of technical advisors and senior executives.



*"CRS founded the ICT4D Conference in 2010 to bring together a community of practitioners and learn from each other about how to best apply rapidly evolving digital technologies to help accelerate the end of poverty, hunger and preventable disease. Each year I am amazed by the incredible examples of how the responsible and effective use of tech and data enable us to increase our impact at scale. I am particularly excited about the upcoming Conference as it will bring together the global ICT4D community in person after a long time."*

Nora Lindström, senior ICT4D director, Catholic Relief Services



# OBJECTIVE

The ICT4D Conference aims to advance global knowledge exchange and build capacity on ICT4D and digital development to drive more impactful use of technology for good.



## Knowledge exchange

To create an engaging and fun atmosphere for participants to share

innovations, and learn new skills.



## Cross-sectoral learning

To design inclusive spaces for cross-sectoral learning and capacity building

practitioners and local implementation.



## ICT4D partnerships

To foster partnerships among local and international actors —NGOs, governments, private sector, research institutions, and funders.







# ACCRA, GHANA

**Accra**, the capital and largest city of Ghana, is home to the Ghanaian government, many international organizations, and a **rapidly growing technology sector**.

**Ghana** is considered one of the most economically and politically stable countries in West Africa. With a population of about 31 million [1] people, it is currently the 13th most populous African country.

Youth employment concerns meet other **development challenges** about stable internet access, consistent electricity, regulatory barriers, and generally high costs of living. Ghana aims to bridge the increasing digital divide, particularly between rural and urban communities. Its internet penetration stands at 46.5% [2], which is higher than the African average of 39.3% and its neighboring West African countries, but still lower than the world's average of 58.5%.

**The Ghanaian government** works with international donors and development organizations on digital transformation to improve health care, water sanitation, education, agriculture, governance, and poverty alleviation. The emerging technology ecosystem in Ghana is growing at a fast pace with a focus on innovation and entrepreneurship.

Sources:

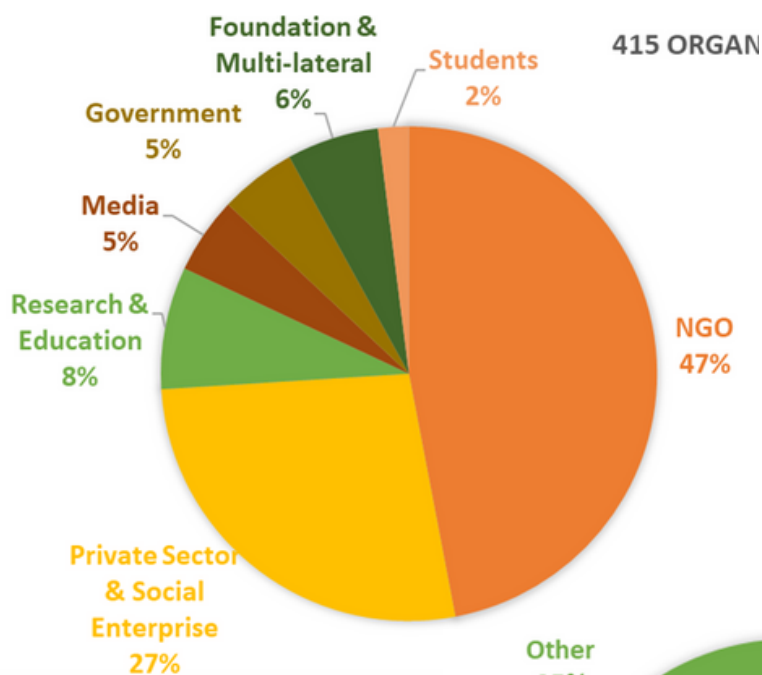
[1] <https://www.worldometers.info/population/countries-in-africa-by-population/>

[2] <https://www.internetworldstats.com/stats1.htm>



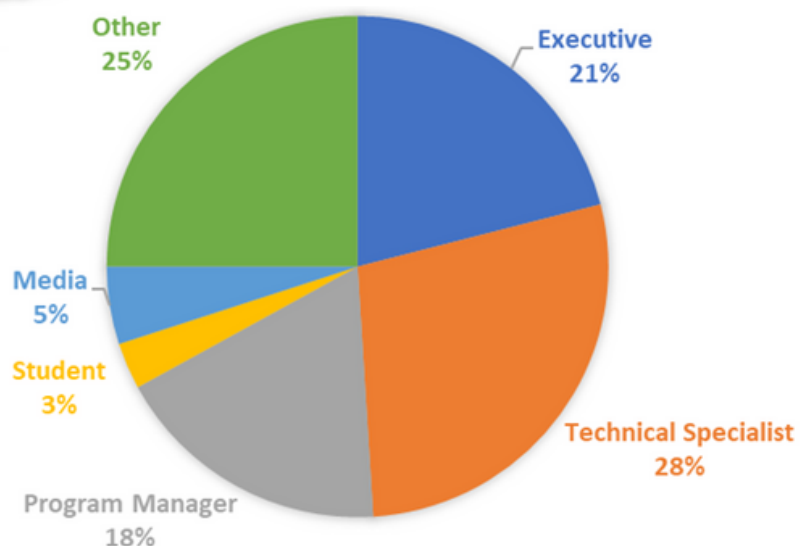
# DIVERSE AUDIENCE

Past ICT4D Conferences have been attended by C-suite executives, senior managers, program leaders, field officers, IT/data managers and senior technical advisors from disciplines ranging from agriculture, health, education, conservation and disaster management to information and communications technology, data management, GIS/mapping and financial services.



Audience profile of the last ICT4D Conference

993 Participants  
415 organizations  
81 countries







# AGENDA THEMES

## 1. Track: Digital to Tackle Wicked Problems

Wicked problems are problems that are socially complex, sometimes contradictory, and often changing. Tackling them requires collaboration, experimentation, and learning from failure as well as each other. In this track, subject matter experts and ICT4D practitioners will share how they are using digital approaches to help solve these global challenges, while also making sure that digital transformation efforts do not contribute to widening digital divides.

Themes:

- Food security & agriculture
- Climate change adaptation & mitigation
- Digital health
- Conflict, peace building, social cohesion
- Youth engagement & employment
- Digital inclusion



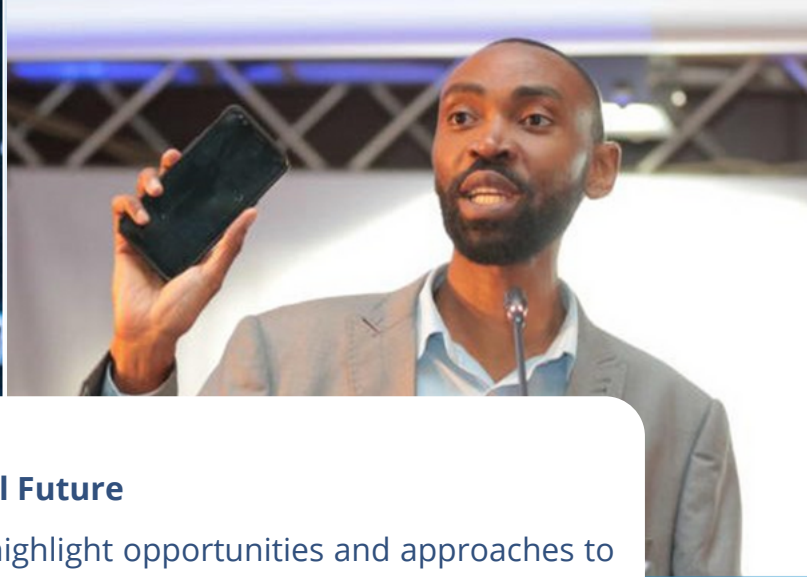
## 2. Track: Data Innovations for Impact

The world is experiencing rapid advancements in our ability to leverage data. This ability comes with both increased demands for data, and a slowly growing recognition of the rights of data subjects. At the same time, many global development organizations struggle to effectively use the significant amounts of data they collect.

Themes:

- Innovations in using geospatial data
- AI & machine learning for social good
- Responsible data governance & management
- Usability & reliability of off-the-shelf solutions
- Data rights
- From M&E to impact





### 3. Track: Local Leadership for a Digital Future

This track will feature discussions that highlight opportunities and approaches to build responsible, sustainable, and locally-owned digital foundations. Digital public infrastructure is increasingly recognized as essential for societies to reap the benefits of digital transformation. Yet establishing digital public infrastructure faces many hurdles, from building capacity to finding sustainable financing. Cyberattacks too are on the increase, making it essential that digital systems and interventions are designed for privacy first. And connectivity remains a challenge – both for project implementation as well as for millions of people who are unable to benefit from digital services.

#### Themes:

- Digital public infrastructure, digital public goods
- Sustainability
- Local leadership
- Digital capacity building
- Privacy & cyber security
- Connectivity



#### Diverse conference sessions:

- Plenary panels & keynotes
- Big Discussion: asking provocative questions and debating key challenges
- Breakout sessions
- Executive Session (by invitation)
- Formal & informal networking
- Learning Carousel & 'unconference' sessions
- ICT4D Training Day, workshops, hackathon
- Exhibition & Demonstration Stage showcasing the latest product innovations
- Press event





# ICT4D EXPERTISE

Past conference speakers include:

- Hon. Frank Tumwebaze, Minister of ICT & National Guidance, Uganda
- Andrew Rugege, Regional Director for Africa, ITU
- Jennifer Poidatz, Vice President Humanitarian Response, CRS
- Daniel Couture, CIO, UNICEF
- John Zoltner, Sr Director, ICT4D & Tech. Innovation, Save the Children
- Kellie Bentz, Head of Global Disaster, Response & Relief, AirBnB
- Jane Meseck, Sr Director, Global Programs & Partnerships, Microsoft
- Mac Esmilla, CISO, World Vision International
- Chris Burns, Director for the Center for Digital Development, USAID
- Rebecca Moore, Director of Engineering, Google Earth
- K.T. Rama Rao, Minister of IT & Industries, Gov. of Telangana, India
- Lauren Woodman, CEO, NetHope
- Nigel Tricks, Regional Director for East Africa & Yemen, NRC
- Joseph Mucheru, MBS Cabinet Secretary, Ministry of ICT, Kenya





# SPONSOR BENEFITS

The ICT4D Conference provides an exclusive and high-profile platform to engage with regional governments and policymakers, U.N. agencies, international and regional NGOs and businesses. Sponsoring positions you firmly as a universally recognized **thought leader in digital development**.

**Influence the debate:** Lead a constructive dialogue with key policymakers, funders, program directors, field directors, and technical experts. Sponsorship guarantees access to this important audience and positions your organization as leading the dialogue in one of the most important sectors in the world today.

**Promote your brand:** Our experienced conference executive and marketing team ensure that you will benefit from reaching an audience of ICT and development experts from civil society, investors, governmental and intergovernmental organizations, and other private sector companies.

**Meet key decision makers:** Our interactive networking sessions will allow you to strengthen existing relationships and build new ones with key global/regional decision and policymakers. Our focused audience ensures that only key people attend and that the discussions have an impact far beyond the conference.

**Exhibit your innovations:** Raise brand awareness, meet new contacts and cement existing relationships at our interactive and vibrant networking and exhibition area.



# PAST SPONSORS

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# SPONSORSHIP LEVELS

LEVEL	SPEAKING	EXHIBITION	NETWORKING
<b>DIAMOND</b> \$60,000	Plenary, Big Discussion, Breakout, Executive, Online	3x2 space, preferred position, demo stage	6 passes, 6 VIP invitations, personalized side event
<b>PLATINUM</b> \$30,000	Plenary, Big Discussion, Breakout, Online	3x2 space, pref. position, demo stage	4 passes, 2 VIP invitations
<b>GOLD</b> \$18,000	Big Discussion, Breakout, Online	3x2 space, demo stage	3 passes, 1 VIP invitation
<b>SILVER</b> \$12,000	Breakout	3x2 space	2 passes
<b>BRONZE</b> \$8,000	Breakout	-	2 passes
<b>REGIONAL*</b> \$5,000	Breakout	-	2 passes
<b>EXHIBITION</b> \$4,500	-	3x2 space	2 passes

\*All sessions are open to public unless stated otherwise, and as agreed with conference manager.



# DIAMOND SPONSORSHIP

\$60,000

Availability: 2

## Speaking

- **Plenary/keynote:** 20mins, whole audience, app. 600+ ppl
- **Executive** session: closed-door, app. 60-80 C-level, VIPs
- **Big Discussion** panel: 45mins, audience of 150+ ppl
- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Online sessions: presentation or webinar, TBD
- Podcast interview

## Exhibition

- 3x2 meter exhibition: space only, table & chairs – bring your own backdrop and banners, at preferred location
- Demonstration stage: 7-8mins presentation or discussion session

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the Conference website
- Recognition in opening & closing remarks at the plenary
- **Prominent branding/message** in both pre and post event emails
- Distribution of info material to the audience (e.g. seat drop)

## Media

- Personalized social media campaign via Twitter, Facebook, LinkedIn
- **1 editorial article written** by us, option to submit 3 additional articles to be published on website and via social media
- Inclusion in Conference Press Releases
- **Press event** & introduction to journalists
- On-site video interview

## Networking

- 6 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- 6 complimentary passes for Ghana-based VIPs to be invited
- Detailed attendee list (no contact details)
- **Personalized side event** (by invitation only, TBD)

# PLATINUM SPONSORSHIP

\$30,000

Availability: 4

## Speaking

- **Plenary/keynote:** 20mins, whole audience, app. 600+ ppl
- **Big Discussion:** panel, 45mins, audience of 150+ ppl
- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Online sessions: presentation or webinar, TBD
- Podcast interview

## Exhibition

- 3x2 meter exhibition: space only, table & chairs – bring your own backdrop and banners, at preferred location
- Demonstration stage: 7-8mins presentation or discussion session

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the Conference website
- Recognition in opening & closing remarks at the plenary

## Media

- Personalized social media campaign via Twitter, Facebook, LinkedIn
- Option to submit 2 editorial articles to be published on Conference website and via social media
- Inclusion in Conference Press Releases
- **Press event** & introduction to journalists
- On-site video interview

## Networking

- 4 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- 2 complimentary passes for Ghana-based VIPs to be invited
- Detailed attendee list (no contact details)
- Guaranteed attendance to **Executive session**



# GOLD SPONSORSHIP

\$18,000

Availability: 6

## Speaking

- **Big Discussion:** panel, 45mins, audience of 150+ ppl
- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Online sessions: presentation or webinar, TBD
- Podcast interview

## Exhibition

- 3x2 meter exhibition: space only, table & chairs – bring your own backdrop and banners
- Demonstration stage: 7-8mins presentation or discussion session

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the Conference website

## Media

- Inclusion in social media campaign via Twitter, Facebook, LinkedIn
- Option to submit 2 editorial articles to be published on Conference website and via social media
- Inclusion in Conference Press Releases
- On-site video interview

## Networking

- 3 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- 1 complimentary passes for Ghana-based VIPs to be invited
- Detailed attendee list (no contact details)
- Guaranteed attendance to **Executive session**

# SILVER SPONSORSHIP

\$12,000

Availability: 6

## Speaking

- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Online sessions (webinar, TBD)
- Podcast interview

## Exhibition

- 3x2 meter exhibition: space only, table & chairs – bring your own backdrop and banners

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the Conference website

## Media

- Inclusion in social media campaign via Twitter, Facebook, LinkedIn
- Option to submit 1 editorial articles to be published on Conference website and via social media

## Networking

- 2 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- Detailed attendee list (no contact details)



# BRONZE SPONSORSHIP

\$8,000

Availability: 4

## Speaking

- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Podcast interview

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the conference website

## Media

- Inclusion in social media campaign via Twitter, Facebook, LinkedIn
- Option to submit 1 editorial articles to be published on Conference website and via social media

## Networking

- 2 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- Detailed attendee list (no contact details)

# REGIONAL SPONSORSHIP

\$5,000

Availability: 4

## Speaking

- Breakout session: 45mins, audience of up to app. 40-60 ppl
- Podcast interview

## Branding

- Recognition in conference materials (emails, articles, banners)
- Logo, link and organization profile on the Conference website

## Media

- Inclusion in social media campaign via Twitter, Facebook, LinkedIn
- Option to submit 1 editorial articles to be published on Conference website and via social media

## Networking

- 2 complimentary passes to attend the ICT4D Conference
- 10% discount of additional passes
- Detailed attendee list (no contact details)
- Guaranteed attendance to Executive session

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**\* The Regional Sponsorship package is only available for regional organizations with their Head Office and origin in Ghana or other West African countries:** Benin, Burkina Faso, Cabo Verde (Cape Verde), Côte d'Ivoire (Ivory Coast), The Gambia, Nigeria, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Senegal, Sierra Leone and Togo. As defined by the United Nations on [https://en.wikipedia.org/wiki/West\\_Africa](https://en.wikipedia.org/wiki/West_Africa).

**International businesses and INGOs are excluded from this option regardless of their location.**



# EXHIBITION

Benefits	Small – tabletop (\$2,000) **	Standard – 3x2m \$4,500
Exhibition: space only, skirted table & two chairs – no shell scheme	Table and chairs ONLY, space for roller banner in dedicated area	3x2m space in the exhibition area, opportunity to bring own branding/backdrop
Complimentary passes to attend the ICT4D Conference	1 pass	2 passes
10% discount of additional passes to attend the Conference		✓
Recognition and logo on Conference website and onsite branding	✓	✓
Social media welcome and access to all Conference marketing material	✓	✓

**\*\* this package is limited to small entrepreneurs or regional organizations**

# OTHER SPONSORSHIP

## **Executive session - \$18,000**

- Same as Gold level package, but instead of participating in a Big Discussion become the co-leader of the Executive Session.
- Design the topic, session, and speaker panel together with the Conference Manager; assist in inviting the speakers and managing the session on the day.

## **Entrepreneurial area - \$8,000**

- Sponsor poster area for up to 5 entrepreneurs to display their ICT4D innovations.
- We run the Call for entrepreneurs and manage all logistics.
- 6 complimentary tickets (5 for entrepreneurs and 1 for own organization) to attend the ICT4D Conference.
- Branding in entrepreneur area and announcement in plenary

## **Youth engagement - \$5,000**

- Sponsor attendance of 10 youth category attendees/speakers (direct cost ca \$4,000).
- Optional viewing party of some selected sessions at regional university.

## **Personalized side event - TBD**

By invitation only, optional catering, own branding: rate depending on room and catering requirements

## **Networking drinks/ Launch party - \$15,000**

- 2 drinks vouchers p/person (ca \$12,000 direct costs)
- Includes max 10mins welcome speech
- Branding and option to distribute info material or giveaway

## **Consortium partner**

min 250 hours labor & option to substitute with cash donation





## Contact Us

Sonja Ruetzel  
Conference Manager  
[sonja.ruetzel@crs.org](mailto:sonja.ruetzel@crs.org)

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What past attendees said about ICT4D Conferences:

*"I enjoyed the interactive format with participation from around the globe."*

*"Great opportunity for open and genuine discussions & networking."*

*"Emphasis was made on community-driven initiatives to help promote the uptake of ICT4D."*

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