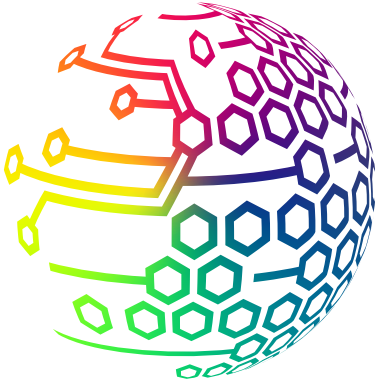




COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION



# The Commonwealth Digital Roadshow

SHAPING OUR DIGITAL FUTURE



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# Introduction

The relentless pace of technological innovation has propelled the world into the era of the Fourth Industrial Revolution. Information and communication technologies (ICT) are dismantling traditional frameworks that governed life in the 20th century, while the realms of physical, biological, and digital domains converge. This phenomenon has democratised the creation, dissemination, and consumption of information, transcending geographic limitations and temporal boundaries. It has transformed communication, work dynamics, production systems, and commerce, impacting nearly every facet of human existence.

The Fourth Industrial Revolution presents immense opportunities for those who grasp the potential of ICT and are willing to embrace it. Globally, technology can play a crucial role in enabling countries to achieve the United Nations Sustainable Development Goals, underscoring the need to encourage and support effective ICT adoption.

However, the rapid progression of this revolution makes it challenging to fully appreciate its potential impact or predict and prepare for the inevitable consequences and associated risks. Navigating this new technological landscape demands insight into the technologies themselves, their applications, the prevailing environment, and how they can tangibly benefit nations, businesses, and ordinary citizens.

Consequently, fostering understanding of ICT's transformative potential is essential, not only for recognising the opportunities, but also for acknowledging and mitigating the risks.

The Commonwealth Telecommunications Organisation (CTO) is committed to raising awareness and educating on ICT.

Beyond that, it is seeking to empower its members to accelerate their journey toward an ICT-enabled digital future through effective technology adoption. To this end, the CTO is launching its Commonwealth Digital Roadshow — an ICT public awareness and education campaign. The Roadshow aims to showcase technology; promote innovation; build a compelling case for adopting ICT for social and economic development and ignite the collective imagination of CTO members of the possibilities for a digital future.

Under the theme “Shaping Our Digital Future,” the Roadshow will visit CTO member states, as well as other nations of the world. It will offer a customised program of activities, explaining and demonstrating the transformative power of ICT, while highlighting risks. It will also promote innovation, provide insights into effective ICT adoption for problem-solving, and ultimately seek to improve citizens' lives.

We cordially invite you to join us on this epic journey toward a digital future within the Commonwealth and beyond.



# Background

The CTO has a diverse membership that includes developed countries, developing countries, least developed countries, continental and small island developing states and landlocked developing countries. Many of these countries are emerging economies that are experiencing the effects of climate change, and growing inequity. They are seeking to become more resilient, globally competitive and are striving to achieve the United Nations (UN) Sustainable Development Goals (SDG).

Information and communication technologies (ICT) present new opportunities for Commonwealth countries to mitigate or overcome these challenges and achieve the UN's SDG. Realising the benefits of ICT adoption, however, requires an understanding of the technology, how its potential can be leveraged, and a willingness to innovate.

In February 2023, the CTO's 60th Council approved the plan for the CTO to support its members in the effective adoption of ICT for accelerated digital transformation for the attainment of the UN's SDG and for fostering social and economic development. The CTO defines digital transformation as *a process that integrates digital technology into all areas of an organisation or nation, changing the operation of its people and systems to deliver value.*

In keeping with the CTO's new strategic direction, the CTO will focus on 21st century government and universal broadband connectivity — as together they can catalyse widespread adoption of ICT, which is imperative for a digital future.

The CTO has embraced the definition of a 21st century government as one characterised by citizen-centric, seamless, open, interactive, efficient and transparent processes; one that makes effective use of ICT to deliver services to its citizens, and its internal and external clients. The establishment of a 21st century government will transform public services, strengthen economic competitiveness and promote sustainable development.

Each citizen must be connected to its government, devices must be affordable and the connectivity meaningful, ensuring that the citizen has the ability to communicate with the government and benefit from the digital services.

In keeping with this decision, the CTO Secretariat has conceptualised the Commonwealth Digital Roadshow as a means for fostering greater understanding and supporting its members in the formulation and accelerated implementation of national digital transformation plans.



# Overview

The Commonwealth Digital Roadshow is a unique programme of awareness raising, capacity building and education that links the dissemination of ICT information with demonstrations and immersive activities that promote understanding of the possibilities for a digital future. It also seeks to establish frameworks for coalitions and partnerships to initiate projects and programmes that will result in sustained activity that accelerates digital transformation and yields tangible benefits in the future.

Given the diversity within the Commonwealth, each Roadshow will be customised for each participating country to ensure its relevance to the existing context and will address specific issues raised by stakeholders. While no two Roadshows will be identical, the programme will support national communities in realising the full potential of ICT and advance the digital transformation journey.



## ▶▶ Objectives

*The main objectives of the Commonwealth Digital Roadshow are to:*

- ▶ Change mindsets and spark the imagination of citizens of the possibilities for a digital future.
- ▶ Build awareness and educate on digital technology.
- ▶ Promote effective adoption of ICT for digital transformation.
- ▶ Encourage innovation and creative thinking and inspire innovators.
- ▶ Demonstrate the effective use of ICT in overcoming Commonwealth challenges.
- ▶ Explain the roles and work of stakeholders in the ICT ecosystem.
- ▶ Encourage greater collaboration in the development of national and regional ICT solutions.
- ▶ Initiate programmes to accelerate digital transformation

## ▶▶ Target Audience

The CTO believes that ICT are for all. As a result, each Roadshow will address the entire citizenry including political leaders, parliamentarians, government officials and disadvantaged individuals and communities. ICT activities typically attract ICT professionals; however, the Roadshows' activities are designed to engage the wider population of non-technical individuals from all sectors and civil society. The activities will be delivered in the appropriate language for targeted communities to promote widespread understanding of the technologies in the context of the interests of each audience.

## ▶▶ Duration

Each Roadshow will last from 3 to 5 days, depending on the size of the country and the contextual requirements.

## ▶▶ Scope

The Roadshow will visit each of the CTO's 33 member countries and will be convened in at least three countries in different regions of the Commonwealth each year.

The Roadshow will seek to organise activities in the urban, rural and remote areas of each country and deliver ICT programmes that address the needs of the government, businesses and citizens in their communities.

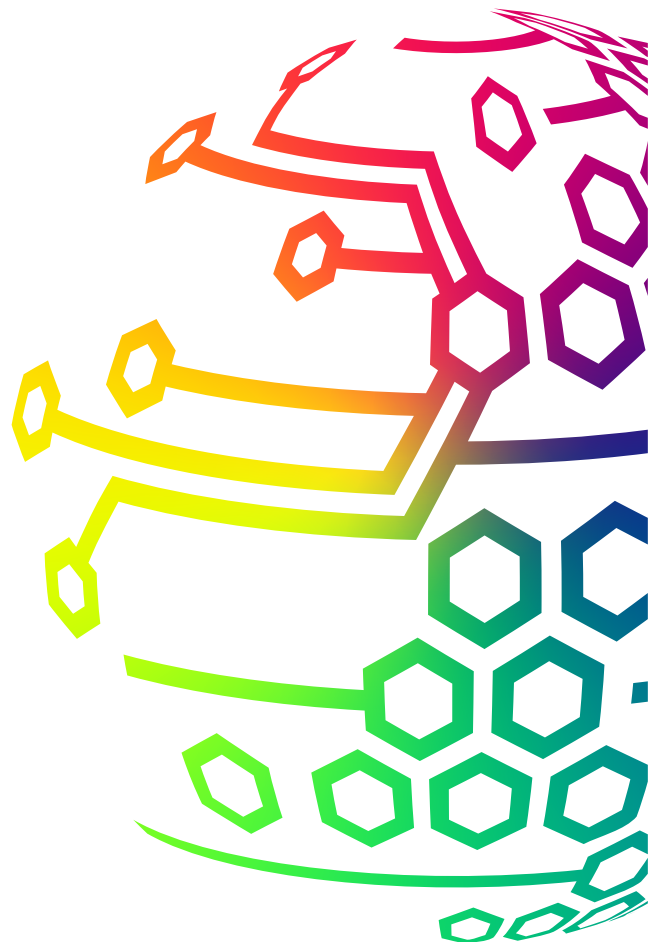


# Methodology

To customise each Roadshow, the CTO will undertake desk-based research into each destination to better understand the local context, the national development goals, the degree of adoption of ICT and specific challenges being faced. A preliminary programme will then be developed.

The CTO team will then travel to the destination country to validate the findings, seek additional inputs, and finalise the programme including initiatives that will be established and sustained after the Roadshow.

On finalisation of the programme, the CTO will work with the host country to engage strategic partners and enlist the necessary expertise and support to deliver an impactful effective programme. In addition, the CTO will engage private sector ICT organisations and international development agencies to participate in and support the delivery of the Roadshow.



# The Roadshow Programme

The Roadshow's programme for each country is designed to achieve the objectives outlined above and meet the requirements identified by the host country. The sessions of the programme make use of blended delivery methods, are interactive and provide many opportunities for discussion, demonstration and experiential learning. The sessions are structured around core elements which may include:



## ▶▶ Technology Showcase

An introduction and explanation and demonstration of various technologies, the supporting policy, legislative and regulatory environment, and the presentation of benefits to citizens and the implications for national development and attaining the UN's SDG.

## ▶▶ 21st Century Government

Explains how ICT can be used in the public sector to transform service delivery, enhance reliability and improve competitiveness.

## ▶▶ Policy, Legislative and Regulatory Forum

Provides insight into creating an enabling environment for ICT, presents a new regulatory philosophy and approaches that encourage innovation.

## ▶▶ Finance and Business Forum

Explores ICT tools that are available to financial institutions and businesses to improve efficiency and extend reach.

## ▶▶ Internet Governance Forum

Provides Insight into the global multistakeholder decision-making frameworks, the organisations responsible for the administration of the Internet's resources and Internet Governance.

## ▶▶ Youth Forum

Promotes productive beneficial use of the Internet and its resources and raises awareness of the dangers in cyberspace.

## ▶▶ Women Forum

Encourages women and girls to embrace ICT and to empower them to seize the many opportunities in the digital economy.

## ▶▶ ICT Innovation Forum

Showcase of local ICT innovators and their innovations.

## ▶▶ Spotlight Discussions

Stakeholders with a direct contribution to or interest in issues of national importance relating to the digital transformation journey will discuss a selected topic. The panels are designed to raise concerns, present perspectives, identify challenges, offer solutions and to develop consensus on the next steps.

## ▶▶ Workshops, Demonstrations and Exhibitions

A selection of workshops, live demonstrations, immersive experiences and exhibitions to inspire participants to embrace ICT.



# Benefits of being a sponsor

The Commonwealth Digital Roadshow provides an excellent platform for partners and sponsors to share expertise, showcase their ICT solutions and increase their visibility throughout the Commonwealth. It relieves sponsors of the burden of navigating national logistical challenges and the cultural and technical obstacles that they would encounter if they visited the country on their own.

Organisations that join the Roadshow's esteemed group of sponsors can promote their roles in the ICT ecosystem and demonstrate their commitment to contributing to the Commonwealth's digital future. They will be able to:

- ▶ Network with government and industry leaders; potential strategic partners; prospective customers; ICT decision-makers, regulators and other ICT stakeholders.
- ▶ Demonstrate social responsibility and commitment to accelerating digital transformation.
- ▶ Demonstrate commitment to advancing the 21st century government initiative.
- ▶ Obtain strategic information and critical insight into regional trends and major issues.
- ▶ Contribute to the Commonwealth's ICT Policy formulation process.
- ▶ Promote brand awareness.
- ▶ Highlight their innovations, products and services on a global platform.
- ▶ Reach a wider demographic.
- ▶ Identify new business opportunities and generate business leads.
- ▶ Increase media exposure.



# Sponsorship format

The sponsorship format is based on two broad levels of sponsorship:

- ▶ **Premium Sponsors** that support the Roadshow and ongoing initiatives and programmes for a year.

**Co-Sponsors** that support the Roadshow and ongoing initiatives and programmes in a selected country.

Level	Description	Amount
PREMIUM	<b>Flagship Sponsors:</b> Organisations which pledge £150,000 or more in financial and in-kind services in support of the Commonwealth Digital Roadshow <b>AND</b> ongoing initiatives and programmes for the year.	£150,000
	<b>Anchor Sponsors:</b> Organisations which pledge financial support of £100,000 or more for the Commonwealth Digital Roadshow <b>AND</b> ongoing initiatives and programmes for the year.	£100,000
CO-SPONSOR	<b>Platinum</b> Organisations which pledge financial support of £75,000 or more for the Commonwealth Digital Roadshow <b>AND</b> ongoing initiatives and programmes in a selected country.	£75,000
	<b>Gold</b> Organisations which pledge financial support of £50,000 or more for the Commonwealth Digital Roadshow <b>AND</b> ongoing initiatives and programmes in a selected country.	£50,000
	<b>Silver</b> Organisations which pledge financial support of £25,000 or more for the Commonwealth Digital Roadshow <b>AND</b> ongoing initiatives and programmes in a selected country.	£25,000
	<b>Copper</b> Organisations which pledge £15,000 or more in financial or in-kind services in support of the CTU Caribbean Digital Roadshow in a selected country.	£15,000
	<b>Bronze</b> Organisations which pledge £10,000 or more in financial or in-kind services in support of the Commonwealth Digital Roadshow in a selected country.	£10,000



# Summary of sponsorship entitlements

The following table describes the entitlements for different levels of sponsorship.

Entitlement	Flagship	Anchor	Platinum	Gold	Silver	Copper	Bronze
Special negotiated entitlements	✓	—	—	—	—	—	—
Introductions to Ministers of Government	✓	—	—	—	—	—	—
Guaranteed exhibition space at all Digital Roadshow Venues	✓	✓	—	—	—	—	—
An article on CTO's website, linked to Sponsor's website before and for the duration of the Digital Roadshow	✓	✓	—	—	—	—	—
Waived Registration fees to other CTO events across the region within the calendar year	✓	✓	✓	—	—	—	—
Participation in TV/Radio Digital Roadshow promotions	✓	✓	✓	—	—	—	—
Prominent display of brand at all Digital Roadshow venues	✓	✓	✓	✓	—	—	—
Participation in pre-event and on-site media interviews and press conferences (based on sponsorship level)	✓	✓	✓	✓	✓	—	—
Speaking position at the Opening Ceremony	✓	✓	✓	✓	✓	—	—
Display of brand at Digital Roadshow venues	✓	✓	✓	✓	✓	✓	—
Speaker at the Digital Roadshow Programme	✓	✓	✓	✓	✓	✓	✓
Acknowledgement of participation in all promotional materials including videos and final reports of the Roadshow	✓	✓	✓	✓	✓	✓	✓
Acknowledgement of participation in all press releases	✓	✓	✓	✓	✓	✓	✓
Display of brand on the CTO website, linked to the Sponsor's website	✓	✓	✓	✓	✓	✓	✓
Inclusion of brand on all CTO banners and publications	✓	✓	✓	✓	✓	✓	✓
Attendance at Digital Roadshow events	✓	✓	✓	✓	✓	✓	✓
Other negotiated entitlements	✓	✓	✓	✓	✓	✓	✓



# Commitment to sponsor

Please complete and submit by 26 October 2024 to:  
Leonard.Obonyo@cto.int or call: +44 20 8600 3807

## Organisation details

Organisation	
Last name	
First name	
Designation	
Address	
City	
State	
Country	
Telephone	
Email	
Fax	

## Sponsorship level

Level	Amount	Please select	Level	Amount	Please select
<input type="radio"/> Flagship	£150,000	<input type="radio"/>	<input type="radio"/> Silver	£25,000	<input type="radio"/>
<input type="radio"/> Anchor	£100,000	<input type="radio"/>	<input type="radio"/> Copper	£15,000	<input type="radio"/>
<input type="radio"/> Platinum	£75,000	<input type="radio"/>	<input type="radio"/> Bronze	£10,000	<input type="radio"/>
<input type="radio"/> Gold	£50,000	<input type="radio"/>	<input type="radio"/> Other		<input type="radio"/>

## Authorisation

Name of authorised representative	Signature	Date

Further details will be provided on receipt of this signed Commitment Form.



# Contact information

For more information on exhibiting sponsoring or to suggest alternative sponsorship options, please contact:

**Mr Leonard Obonyo**

Manager, ICT Development

Commonwealth Telecommunications Organisation

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London, United Kingdom

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