



# Tanzanian Innovation Ecosystem map Way forward, ToR 2018

# Background & Purpose

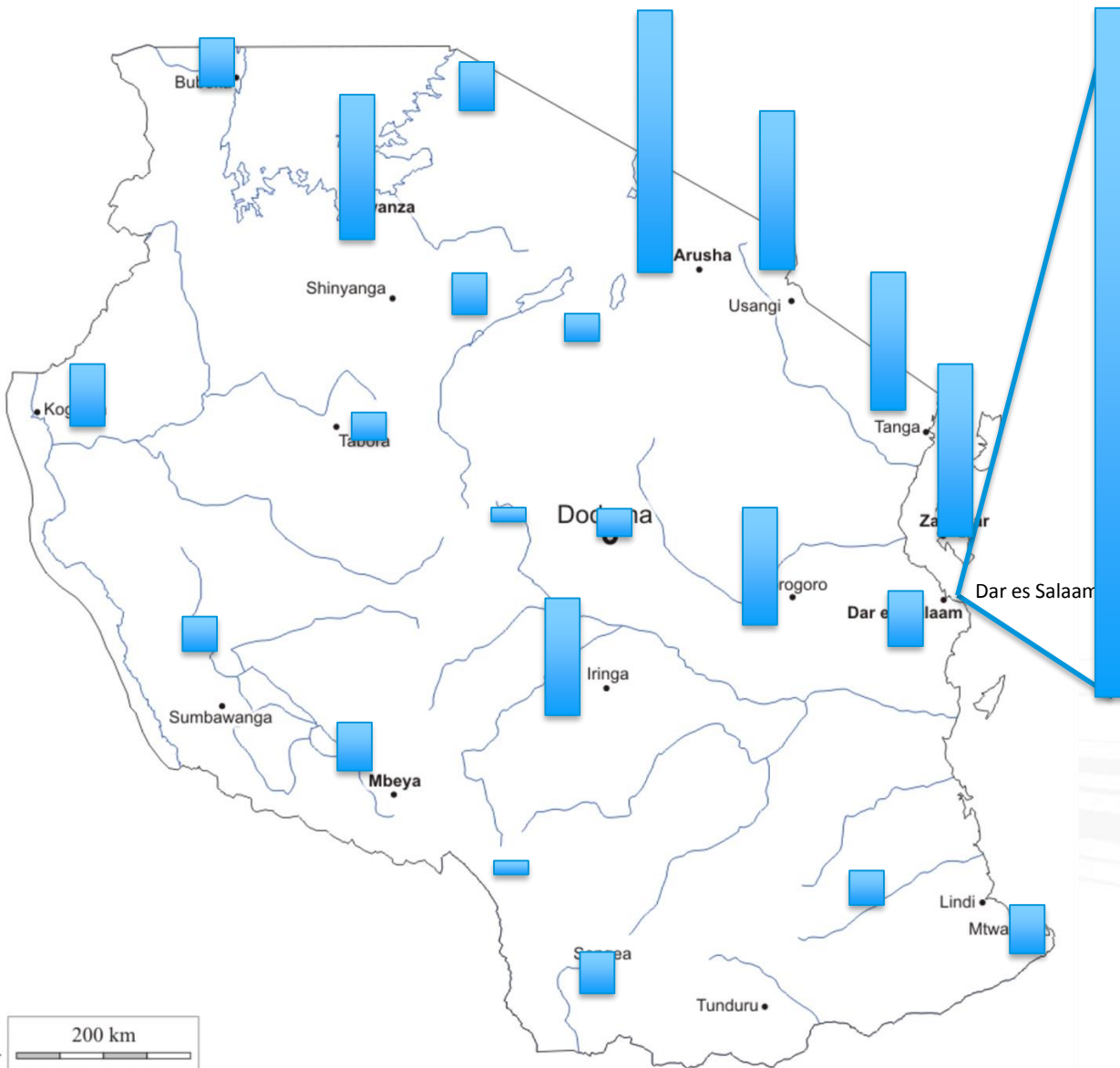


- The mapping aims to contribute to a better understanding the innovation ecosystem of Tanzania
- The learnings will be used inform work to strengthen the ecosystem through HDIF and partners
- A pioneer rapid scoping was carried out in 2014 and broader mapping through Anza 2016
- These insights build on and contribute to other research & analysis of the Tanzania innovation ecosystem

# Challenges exist in mapping/categorisation

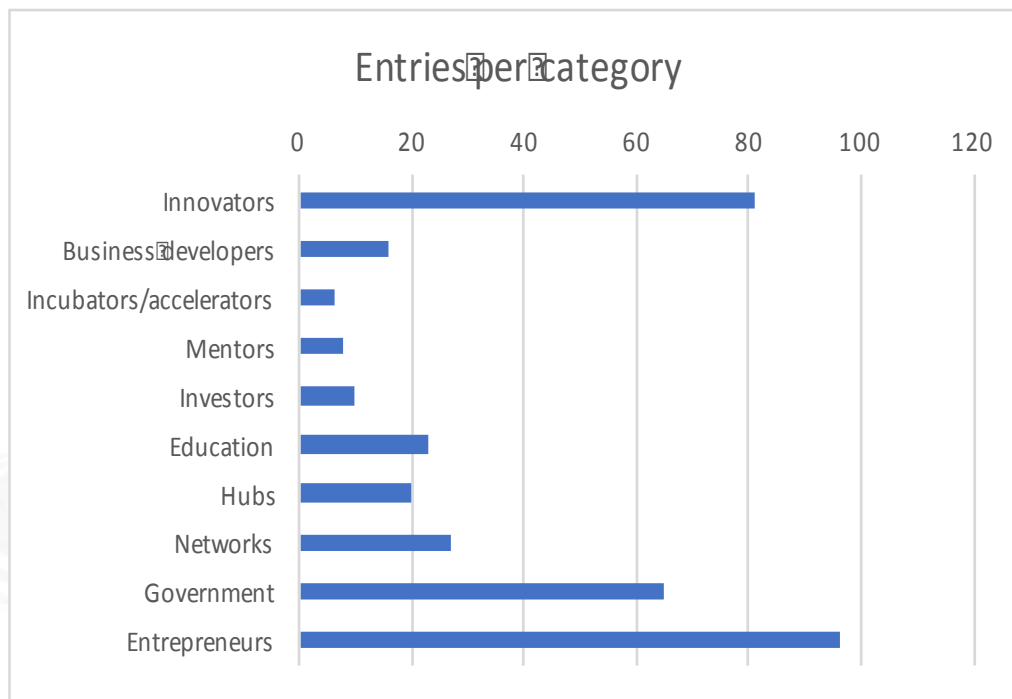
- “Innovation” or “Innovator” are not clear concepts nor easily defined
  - “Entrepreneur” category had to be added
- Self-identification does not work in classification; a gatekeeper is needed to verify entries for consistency
- Role models are needed but successful individuals and companies are not always keen to be in the limelight
- Innovation as a science or sector is new, and not yet visible in the organisational structures, or programming, of government organisations or universities
- Many organisational websites are not designed for practical use

# Geographical spread focused on some key regions



- The bar height reflects the amount of points mapped for each region
- In relation to population, Arusha, Dar es Salaam, Iringa, Kilimanjaro and Zanzibar are best represented
- A challenge going forward is to identify new mechanisms to map all the regions of Tanzania

# It's a start!



- The data is not yet comprehensive but provides a sample
- Community engagement needed for better regional coverage; local knowledge needed to find relevant actors
- Hubs and incubators could play an important role in getting a better coverage

# Map technology



- The initial map is built on a WordPress theme Directory (<http://directory.chimpgroup.com>)
- The map uses Google's Map Application Programming Interface (API) allowing it to use existing Google Map data as a base layer
- This platform was selected for the low annual costs
- While the platform does have a significant amount of seed data, it has some challenges including usability, which limits the future potential for growth and community stewardship.

# Overall recommendations

Overall recommendations at this point cover three topics:

1. Administration of the map
2. Creating community ownership
3. Reviewing the map technology

HDIF welcomes discussion and input on these recommendations, as well as on other topics related to the map and it's future

# Administration of the map

- The map should have a admin/hosting organisation (or several) committed to creating awareness about the map, and organising activities aimed at getting more relevant organisations mapped and ensuring the innovators and other stakeholders know how to use it.
- Another possibility would be creating Ambassador / Community Leader User roles for individuals.
- These organisations or individuals should be sourced through an open call for applications.
- In the short-to-medium term HDIF can outsource the admin work and compensate the organisation/individuals for the work, in the long term the goal should be a sustainability strategy with potential revenue streams for the organisations or individuals managing the map.
- Sharing the open map data would also enable other and perhaps more specialised maps to appear and build on the seed data created here.



# Creating community ownership

- Learning from initiatives by the World Bank and Humanitarian Open Street Map, a concerted effort needs to be taken to ensure that transference and community buy-in happens soon
- In both examples "mapping parties" (as championed by <http://maptime.io/>) brought together stakeholders not only update the maps and promoted the platforms but created real world working groups that continued to update the maps
- Hubs and labs, incubators and universities in the community could be very useful partners

# Reviewing the map technology

- The current map platform has somewhat limited functionality, which in turn limits the possible uses, data sharing and revenue models.
- A decision should be made on an optimal map platform, and the data should be migrated to a more suitable platform.
- The decision will be made jointly with the selected admin organisation(s).

# THE WAY FORWARD



# The future

- The map is intended to be a living resource for the entire innovation ecosystem in Tanzania
- The map needs a host to admin and develop it
- HDIF will come to an end as a programme in 2021 – sustainability of the map?

# ToR to be published

- HDIF is looking for an organisation or a network of organisations to take the map to the next stage.
- HDIF expects the interested organisations to propose
  - How they would organise the administration of the map
  - What methods they would use to further populate the map
  - How would they market it to the entire ecosystem
- The proposers are encouraged to explain **their own vision** of how the map should be taken forward.

# Examples of activities

- Social media presence for the map, marketing online
- Creating tutorials on how to add entries to the map
- Hosting Facebook live (etc) sessions to advertise, train and answer questions
- Publishing infographics etc on the map data
- Basic admin – checking new entries, making sure they are ok and relevant, contacting the people who are posting if necessary, etc
- Creating a blog linked to map, updated weekly with innovation ecosystem news and events, new map entry introductions, little interviews, etc.
- Activating hubs, training them over the phone/email/Whatsapp on how to use the map, how to organise mapping parties etc.
- Encouraging hubs to map their own networks, local stakeholders etc in exchange for better visibility

# Examples of activities

- Organising mapping parties, potentially with partners
- Create 1<sup>st</sup> version of sustainable business model and plan (some of this could be part of the proposal)
- Analyse map platforms and propose the best option for sustainability
- Possibly change the map platform and import existing data there
- Driving the chosen business model (for example actively sell advertising space for events, jobs etc)
- Research, recruit and train local champions/nodes from secondary cities

# What next?

- ToR to be published June 2018
- HDIF is looking at a two-year contract with selected partner(s)
- The payments will be linked to milestones which will be agreed on at contracting. The proposals may suggest suitable milestones.
- After the two years HDIF will no longer support the map, and during the two years it is expected that guardianship/ownership/business model for the map will be clarified.



**QUESTIONS?**

# HDIF Contacts

**Website:** [www.hdif-tz.org](http://www.hdif-tz.org)

**Email:** [info@hdif-tz.org](mailto:info@hdif-tz.org)

**Phone:** +255.22.270.1542

**Fax:** +255.22.270.1542



**Follow us on Twitter!**

**@HDIF-tz**

**#InnovationTZ**



PO Box 76724  
Plot 436 Block 11  
TCRS Building, 2nd Floor  
Mwai Kibaki Road / Kiko Avenue  
Mikocheni Area  
Dar es Salaam  
Tanzania, East Africa