



Cell Phone Technologies for Social Good  
Nairobi, Kenya, June 24-26<sup>th</sup>, 2009



## The Opportunity

What if business leaders and social entrepreneurs, working together, could pioneer new ways to reach new markets of rural or illiterate individuals, needing access to mobile technology? What if this group of business leaders and social entrepreneurs could work together to revolutionize the provision of agricultural crop prices, important health information, and banking in ways that are help more people faster, better, and less expensively?




**This is the opportunity the Cell Phone Technologies for Social Good gathering can create.**

When Ashoka Fellows come together with thought leaders and business leaders in the field, they build an even more powerful web of partnerships and new solutions that impact not just the citizen sector, but business, the environment, and the larger society.

The Ashoka-Lemelson gathering that will take place June 24th-26th in Nairobi, Kenya is a unique opportunity to push the field of mobile technology to a new cutting edge of innovation.

We hope to foster not just dialogue, but a united group of individuals from different backgrounds and different regions working together to turn ideas in to action and harness new potential for mobile technology and social good.

### **This unique gathering offers the opportunity to:**

-  Collaborate with leading social entrepreneurs to address challenges in mobile technology and create new innovations that benefit both the business and social sectors
-  Learn from Ashoka Fellow's strategies for scaling their work and engagement among their constituent populations and potential markets
-  Contribute a unique business perspective to strengthen the gathering and its outcomes
-  Witness and learn from Ashoka Fellows' work first-hand on the ground in and around Nairobi
-  Explore avenues for further engagement with Ashoka and Ashoka Fellows



## Event Description

The event will take place at the Brackenhurst International Conference Center just outside Nairobi June 24<sup>th</sup>-26<sup>th</sup>. Outings are scheduled for participants to take in 1-2 site visits in Nairobi as well as 1 dinner off-site on either the 25<sup>th</sup> or the 26<sup>th</sup>. Before, and following the event, all participants will have the opportunity to participate in online dialogues and groups on the new Ashoka's changemakers website after May 20<sup>th</sup> ([www.changemakers.com](http://www.changemakers.com)).

### June 24<sup>th</sup>

Ashoka Fellows and other invited participants to arrive in Nairobi, settle in, and then take part in a welcome dinner to put names to faces and delve into the topic of mobile technologies for the following two days.

### June 25<sup>th</sup>

The morning of June 25<sup>th</sup> will give the group a chance to pick up conversations begun online before the event and at dinner the night before. Aided by one of Ashoka's most experienced and highly-skilled facilitator, Jack Edwards, the group will work through a variety of different kinds of brainstorming, small group and round-table sessions to tackle the common challenges, potential innovations, and emerging trends in the mobile technology sector.

The group will spend the afternoon of the 25<sup>th</sup> taking part in a site visit to see the work of Jamii Bora (tentative)

### June 26<sup>th</sup>

The group will take stock of what was learned and on discussed the previous day before moving into concrete action planning to tackle challenges and opportunities present in the field of mobile technology in East Africa and around the world.

In the afternoon, participants will have the opportunity to meet in small groups or individually to discuss specific projects or partnerships before reconvening as a full group for final reflections and conclusions

### June 27<sup>th</sup>

All participants depart. Participants not leaving Nairobi until the evening of the 27<sup>th</sup> will have the opportunity to do an additional site visit to one of Ashoka Fellow David Kuria's IKO toilet initiatives.



## A few of our Invitees:

**Vijay Pradap Singh (India)** Vijay Pratap Singh Aditya and his social enterprise, Ekgaon Technologies, are creating a new technology platform for providing financial, health and agricultural services to rural customers. As more and more companies compete for the “bottom of the pyramid” markets in rural India, Vijay’s technological solutions force private companies to compete fairly and offer better services to their rural customers. In return, Vijay’s technological platform also offers these companies the aggregated consumer data they need to develop stronger products and services.

**David Kuria (Kenya)** David Kuria designs technology-enabled sanitation “kiosks” that halt environmental degradation and promote health and social cohesion in slum areas. He engages urban communities in the design and construction of his “IKO toilet” and has made sanitation facilities a profitable venture for the urban poor as well as the business community by collecting dues and providing innovative financing schemes in collaboration with local and international financial institutions and funding partners.

**Mathias Craig (Nicaragua)** Mathias has developed a community-based clean energy model dependent on local manufacture and maintenance of a specially designed hybrid solar/wind turbine that powers household appliances and provides lights for schools along the impoverished Caribbean coast of Nicaragua. He is implementing this model, which emphasizes long-term accompaniment of rural communities, through his citizen sector organization blueEnergy Group.

**Adrian Mukhebi (Kenya)** Dr. Mukhebi is reducing the exploitation of small-scale farmers by equipping them with information that allows them to negotiate better prices for their produce. Unlike programs that work for farmers or adjust markets around them, Dr. Mukhebi is empowering poor farmers to be fully informed market participants so that they can remain legitimate forces in the open market without risking exploitation.

**Patrick Gathitu (Kenya)** Patrick is helping Kenyan consumers, many of them farmers, to connect with technologies that will allow them to increase the earnings from their farms and small-scale business ventures. Patrick helps Kenyans make good choices about what technologies to buy and how best to use them on their farms, in their microenterprises, and so on. He identifies several hundred promising, affordable, and appropriate technologies. He shows people how to use them and offers continued support to small-scale business owners as they expand their ventures.



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**For more information about this and other opportunities to engage with Ashoka,  
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