

DIGITAL DIVIDE AND THE IMPACT ON RW CCTLD

March 2023



AkadomoRW
Local Presence, Global Reach.





• **RW**

OVERVIEW

- Small land locked country based in East Africa – 13 M Population
- RICTA , private, not-for profit – started operations in 2012
- Manage & Administer RW domain names
- Rwanda Internet Exchange Point
- The Rwanda Internet Community
- Operate the 3R model (Registry – Registrar - Registrant)
- Cocca Registry Software Application
- Accredited Registrars: 53 (36 – Africa and 17 (other continents)
- Fully automated – Registration < 5min
- Payment : Cards, mobile money, etc...
- RW – DNSSEC Signed
- Total DN: 6300

Bridging the Digital Divide

| 2025 Advocacy Targets for Bridging the Digital Divide



TARGET 1
MAKE BROADBAND
POLICY UNIVERSAL



TARGET 2
MAKE BROADBAND
AFFORDABLE



TARGET 3
GET EVERYONE
ONLINE



TARGET 4
PROMOTE DIGITAL
SKILLS DEVELOPMENT



TARGET 5
INCREASE USE OF
E-FINANCE



TARGET 6
GET MSMEs
ONLINE



TARGET 7
BRIDGE THE GENDER
DIGITAL DIVIDE

To learn more about the Broadband Commission 2025 Advocacy Targets, visit broadbandcommission.org/advocacy-targets/

2025
TARGETS **BROADBAND**
COMMISSION



DIGITAL LITERACY

The Digital Ambassadors Program (DAP) is an initiative led by the Rwandan Ministry of ICT and Innovation (MINICT) aiming to increase the number of digitally literate citizens and their use of e-Government and e-Business services. In alignment with the Rwanda Digital Talent Policy, DAP is expected to mobilize young ambassadors to transform the lives of Rwandans through training them in digital skills and adoption of e-Services

- Train, mobilize and deploy 4,900 Digital Ambassadors across the country.
- Digital Ambassadors will train 8,460,000 citizens in digital literacy (each Digital Ambassador training at least 60 people per month).
- Digital Ambassadors Program (DAP) will result in **60%** digital literacy for citizens aged 15 and above in Rwanda by **2024**

Gender Divide – Rwanda status

From my own perspective, gender digital divide is the gap between men's and women ability to access and use the Internet and digital technologies – to achieve gender equality, every women and girls need equal access to technology, digital trainings and be safe online; as every human being regardless of gender should be able to live the life that they choose...

Rwanda aims to bridge the gender gap in digital access by 2026 – three main areas of focus

1. ownership of smartphones
2. Access to digital financial services
3. STEM studies at upper secondary level.

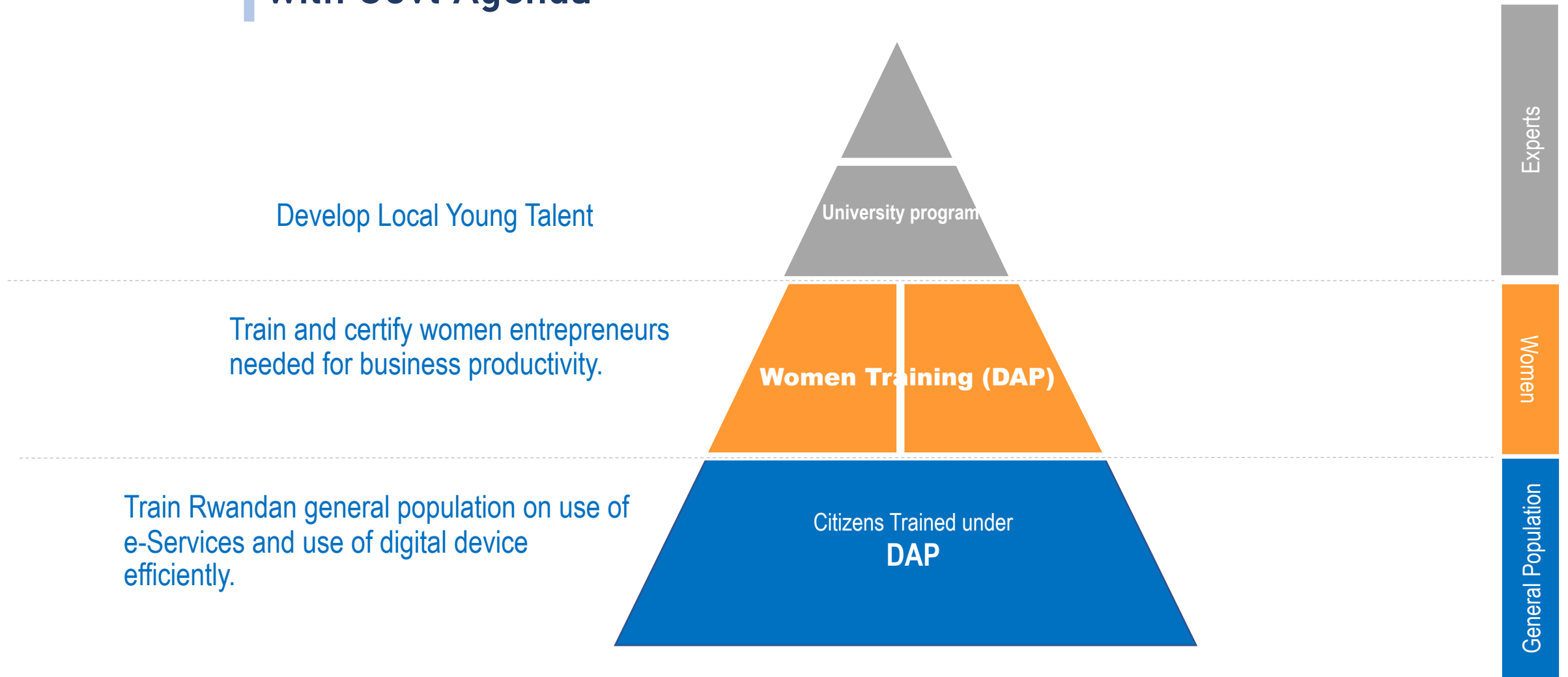
GOR Commitment

Bridge the gender gap (50/50) in STEM upper secondary level by 2026 (Current: 44.7/55.3)

Attain 100% of mobile phone ownership per female headed household by 2026 (Current 54.4%)

Double the percentage of women who use digital financial services by 2026 (Current: 29%)

ccTLD Initiatives in line with Govt Agenda



Digital Accelerator Program – Empower Women

- ❖ A program to train > 500 women in the main city and scale later in rural areas
- ❖ Pilot phase -trained more than 100 women through a 3-day intensive program in October 2022
- ❖ Majority of these ladies were selling on Social media platform (Instagram, Meta..) with no business skills and others were offline...
- ❖ They were given websites with social media integration – modernize and Boost their business





Universitie's Program

Partnership with 8 universities in Kigali

University outreaches – Talks & Seminars

Training & Capacity Building

Reseller Program – Job
creation

Get MSME's Online

During the covid -19 pandemic we launched the Zamuka na Akadomo RW Campaign “Elevate your Business with .RW” campaign to help the recovery of businesses affected by the pandemic disruption. More than a 1000 SME's got digitized.



AKADOMORW YAKUZANIYE
IPAKINSHYA YA SOSHOMEDIA

Curuza inkweto zawe ku Banyarwanda
barenga miliyoni bakoresha imbuga
nkoranyambaga ukoresheje urubuga
rumwe gusa.

Kanda Hano Uhabwe Ubufasha

FRW 30,000
GUSA KU MWAKA

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*Amategako amashyamba birakurikizwa.

In 2022, RICTA & partners launched the Social Media Package with the aim of enabling SMEs in Rwanda to acquire online visibility, do business online and boost their sales – this is a package that give access to more than one million social media users in Rwanda with a single web page

Opportunities

- ❖ ccTLD to partner with Government and private industry and leverage on existing initiatives
- ❖ As ccTLD we need to position ourselves as a Go-To when it comes to educate our community, partnership with universities is very key as this is where the next generation is.

THANK YOU