

Better Together

Pooling Aid Sector Demand for Digital Public Goods

Lessons from Sizing Mobile Channel Demand in Sub-Saharan Africa



To read the full report, [click here](#).

What We Did

This project focused on communication costs from 4 mobile channels and platforms:

- SMS
- IVR
- USSD
- Mobile Money

Project Goal: To evaluate the opportunity to aggregate demand for core mobile channels, in order to secure better pricing and improve service quality



Conducted interviews in five countries to better understand current and potential spend on mobile communication channels by NGOs and multilateral organizations

Built a demand forecasting model to project demand across all 48 countries in sub-Saharan Africa (SSA) for the next five years



DIAL conducted 116 interviews in 78 organizations across 5 countries



DRC



Ghana



Malawi



Tanzania



Uganda

What We Learned

Market Value is Lower than Expected

The market value for mobile communications channels is lower than expected due to fundamental knowledge, connection, and evidence gaps.



SSA Market Value = \$15.7 million

We estimate the current aggregate market value across all of SSA to be \$15.7 million, with projected growth by 2022 to be between \$31.6 - \$61.6 million.



Quality of Service + General Awareness > Price

Quality or reliability of service and general awareness are greater barriers to scale than price.



Demand Aggregation ... Not Now

The effectiveness of demand aggregation for mobile channels may be limited especially given broader challenges to achieving scale and pooling demand across the aid and development sector.

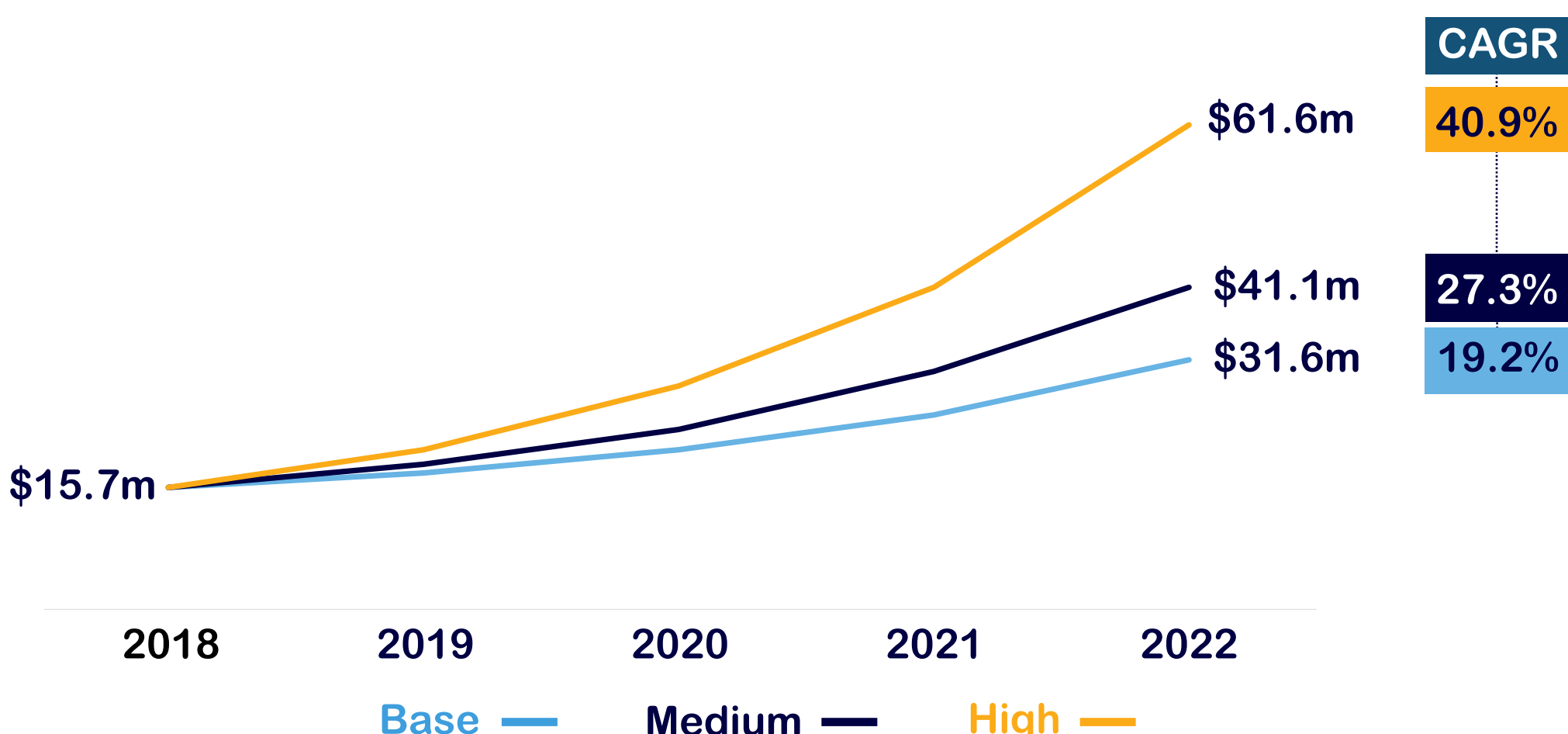


Increased Bargaining Power and Advocacy for Product Needs

More broadly, organizations welcome ideas and mechanisms to increase bargaining power and the ability to advocate for product needs as many don't have the time, capacity or technical knowledge to negotiate well with providers.



Mobile Channels for Aid and Development Market Evolution in SSA Over the 2018-2022 Period by Scenario (USD millions)



Recommendations

This research underscores the importance of building implementer and supplier awareness for mobile communications channels and highlights the need to focus at the country level. This may be done in a few ways:



Build local knowledge and capacity

Support aid and development actors to develop knowledge and understanding of the various mobile communications channels



Connect supply and demand actors

Make it easier for supply actors (MNOs, mobile aggregators, technology providers) and demand actors (implementers, NGOs) to locate each other and create opportunities



Gather and package evidence around the use of mobile channels

Provide evidence of the pros and cons as well as when and where it might be appropriate to leverage each channel

Next Steps

DIAL will continue its work to build knowledge and connect actors through a series of workshops in Malawi and Sierra Leone guided by our research to date.

DIAL will continue to explore how innovative models of pooling demand and financing can be leveraged to support other digital public goods more broadly.

DIAL welcomes participation and partnership from the community as we further explore these themes.