5TH AFRICAN PHILANTHROPY CONFERENCE 2024

THE NEXT FRONTIERS OF AFRICAN PHILANTHROPY

THEME: PHILANTHROPY AND TECHNOLOGY

TOPIC: THE POTENTIAL IMPACT OF AI & BIG DATA FOR PHILANTHROPY IN SUB-SAHARAN AFRICA

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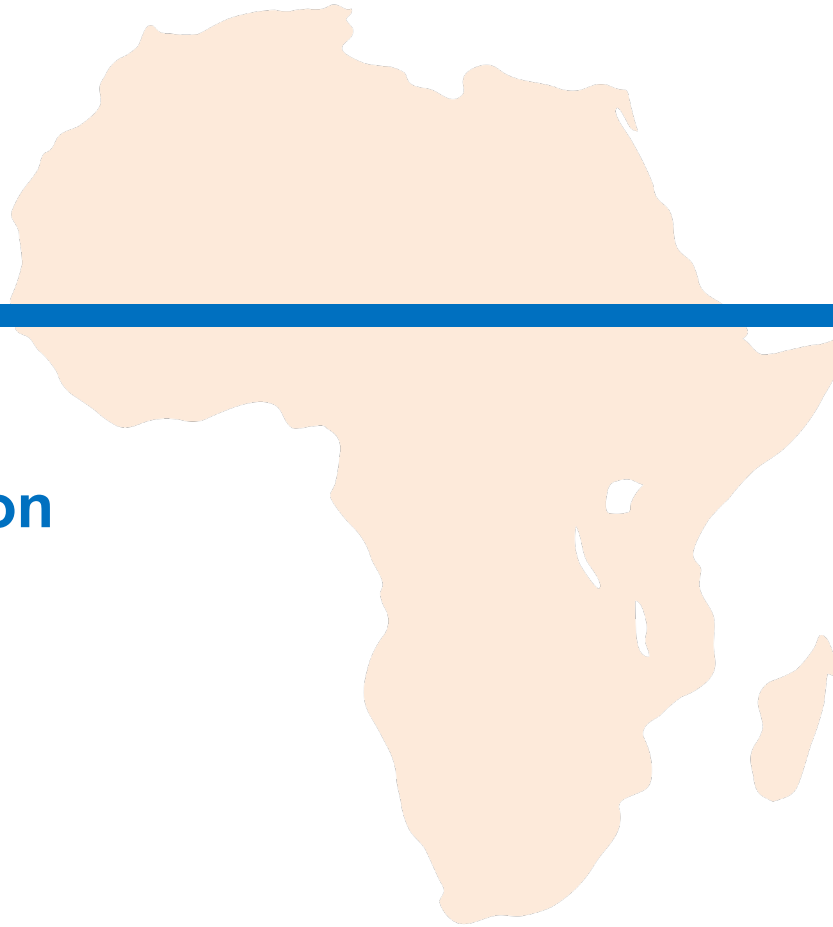
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2. Approach & Methodology
3. Findings, Discussions, & Conclusions
4. Q & A

1. Introduction

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Philanthropy in Africa needs to **Transform**!

- Approximately **72%** of Africans are below the age of **35 years** - **Youth**
- **Scale & Speed of Information Exchange – Impact!**

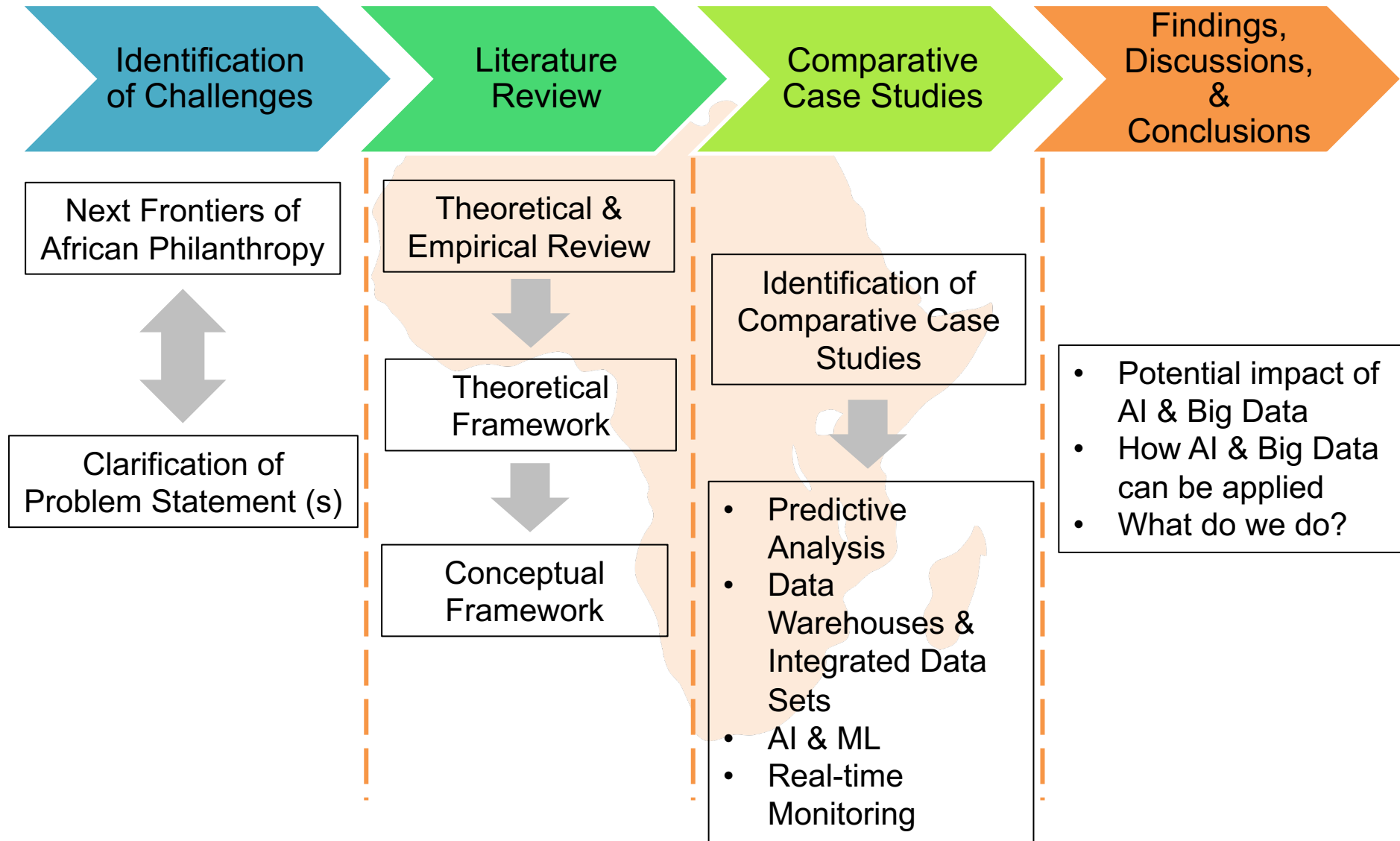| AI	Big Data	African Philanthropy
• Rapid evolution - **Capabilities** • Real-time analysis • Integration • Insights	• **Any** piece of information • **Large** amounts collected • **Wealth** of information	• Effectiveness • Efficiency • Impact • Transparency

- **Predictive analysis** using algorithms
- Creating **data warehouses** and **integrated data sets**
- Applying **AI, Machine Learning (ML)** tools and techniques
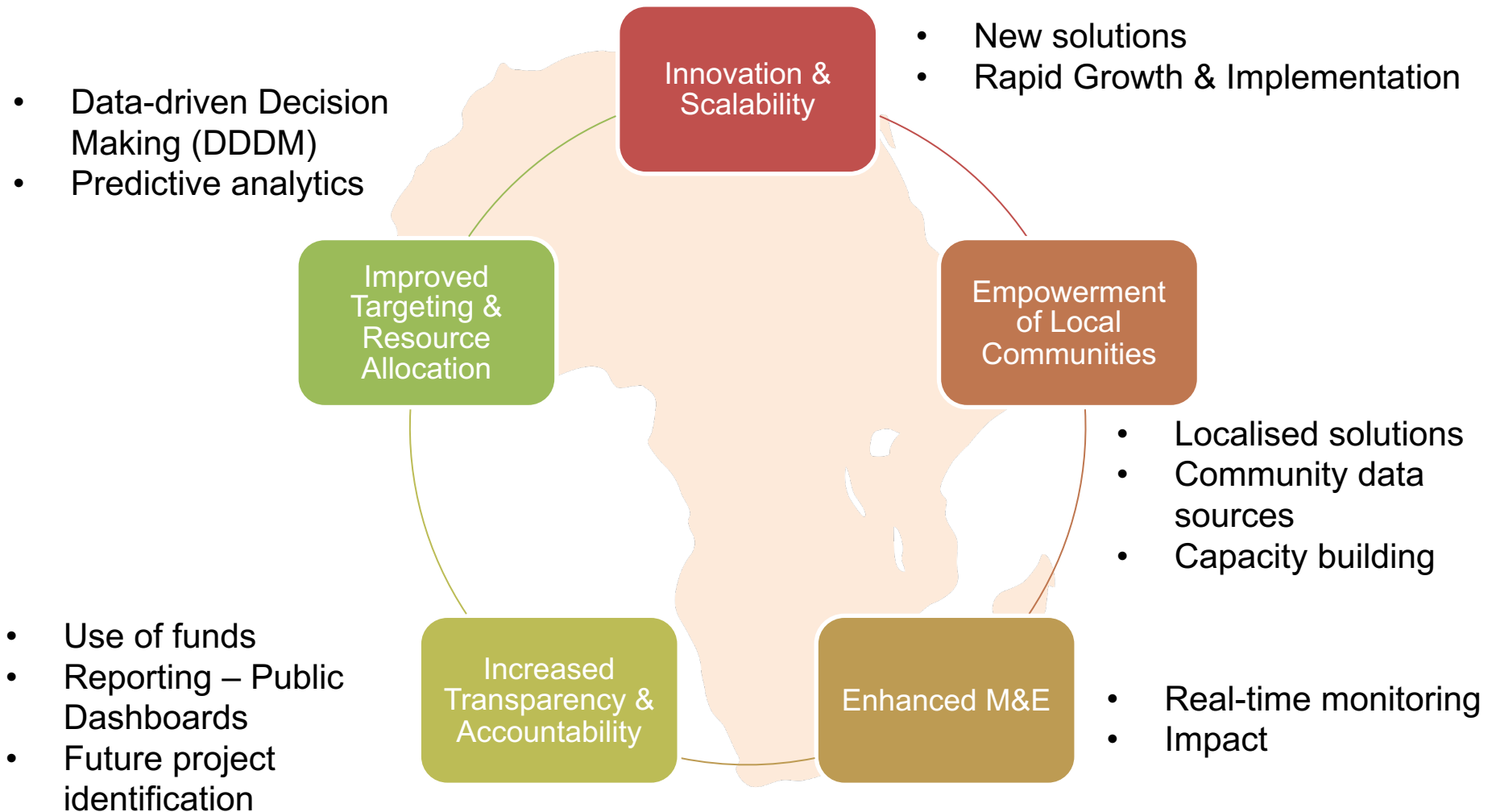- **Real-time monitoring**

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2. Approach & Methodology

2.1 Overview

Identification of Challenges	Literature Review	Comparative Case Studies	Findings, Discussions, & Conclusions

Identification of Challenges

Next Frontiers of African Philanthropy

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Clarification of Problem Statement (s)

Literature Review

Theoretical & Empirical Review

↓

Theoretical Framework

↓

Conceptual Framework

Comparative Case Studies

Identification of Comparative Case Studies

↓

- Predictive Analysis
- Data Warehouses & Integrated Data Sets
- AI & ML
- Real-time Monitoring

Findings, Discussions, & Conclusions

- Potential impact of AI & Big Data
- How AI & Big Data can be applied
- What do we do?

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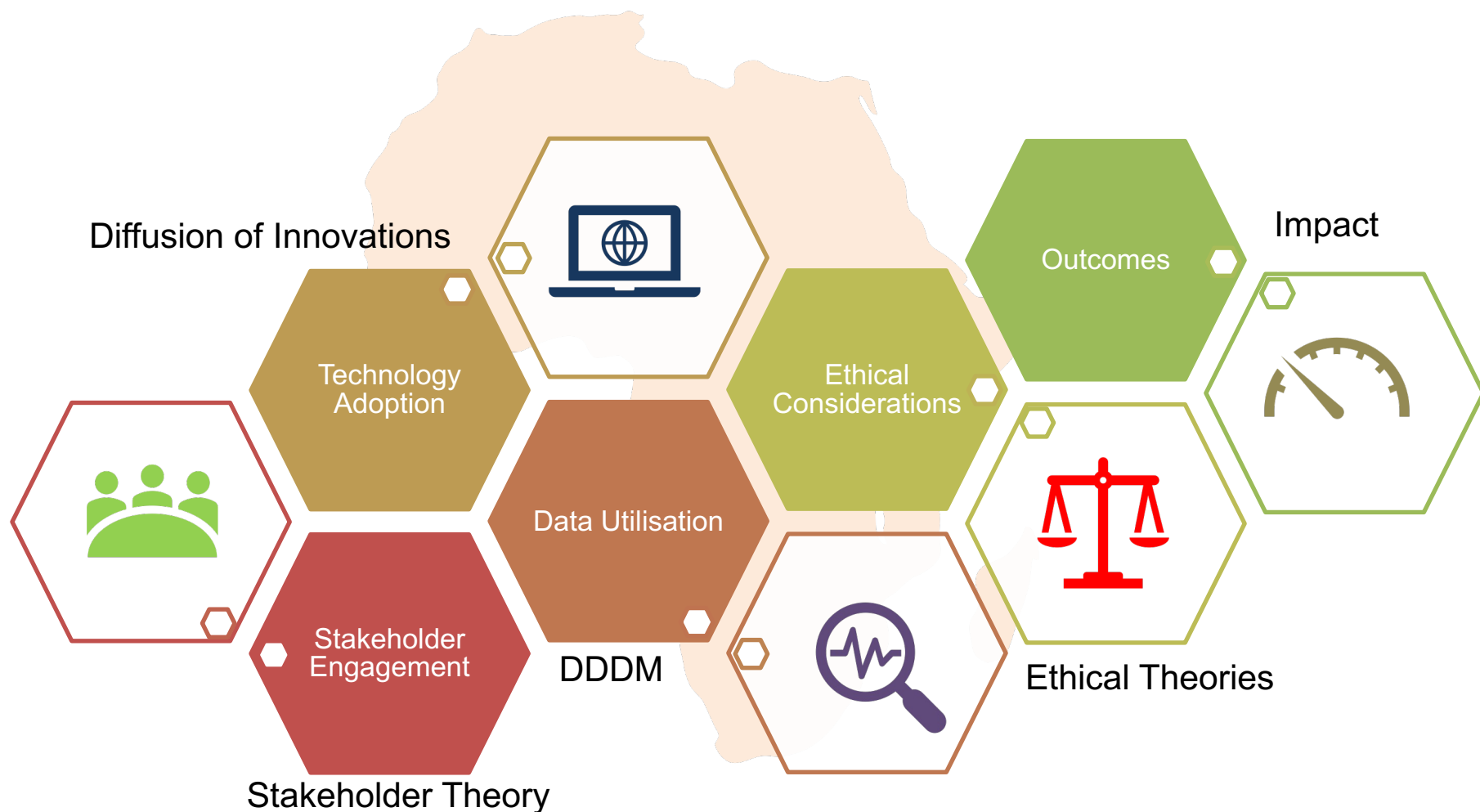| Thematic Area	Identified Challenges
Availability of Data	• **Fragmented** nature of data ecosystems • Quality – Incomplete and/or Outdated • Accessibility • Integrated data sets
Adoption of AI & Big Data	• **Adoption** of AI & Big Data tools and techniques is just coming into existence SSA
Data Governance	• Lack of **localised**, uniform, and/or sufficient policy frameworks • **Data ownership** & **usage** • **Data Colonisation**
Infrastructure	• Access to **internet** is varied across the continent • Digital divide
Technical Skills & Capacity	• Limited availability of **skilled personnel** – Management & Interpretation of complex data sets
Political & Socio-Cultural	• Need for **context-specific** approaches – Complicates creation of **integrated data sets** • Approach to **data collection, processing, & application**

2.3 Theoretical & Empirical Review

- Data-driven Decision Making (DDDM)
- Predictive analytics

Innovation & Scalability

- New solutions
- Rapid Growth & Implementation

Improved Targeting & Resource Allocation

Empowerment of Local Communities

- Localised solutions
- Community data sources
- Capacity building

- Use of funds
- Reporting – Public Dashboards
- Future project identification

Increased Transparency & Accountability

Enhanced M&E

- Real-time monitoring
- Impact

5 Key Areas where AI & Big Data can make a significant difference

Multi-layered Theoretical Framework

- **Ethical Implications** in the use of collected data e.g. Privacy, Potential bias etc.

- Creating **Value** for **All** Stakeholders
- Transparency & Accountability

- Different parts working together – **Interrelated** & **Interdependent**

- **Capacity building**
- **Local empowerment**

- Acquisition & Utilisation of valuable resources
- **Achieve Impact**

- Based on **Data analysis** rather than **intuition** & **experience**
- **Empirical Evidence**

- **How**, **Why**, & at **What Rate** new ideas spread
- **Effect on Acceptance**

Stakeholder Theory
Systems Theory
Ethical Theories
Resource - based View (RBV)
Capability Approach
Data-driven Decision Making
Diffusion of Innovations

Philanthropy

Key Concepts and Variables - How AI and Big Data can Impact Philanthropy

Diffusion of Innovations

Impact

Technology Adoption

Outcomes

Ethical Considerations

Data Utilisation

Stakeholder Engagement

DDDM

Ethical Theories

Stakeholder Theory

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Relationships within the Dimensions of the Conceptual Framework

Relationship	Summary
Stakeholder Engagement & Outcomes	• Engaging **all** stakeholders • **Alignment** – Beneficiary needs vs. Stakeholder expectations
Data Utilisation & Technology Adoption	• Effective **Data collection and analysis** • **Appropriate solutions** • **Skills and capacity development**
Technology Adoption & Stakeholder Engagement	• **Awareness** of proposed solutions • Demonstrate **Value** of Technology use
Ethical Considerations & Outcomes	• **Data Privacy** • Bias Mitigation • Equitable Access • **Data Ownership**
Feedback Loops	• Linked to all dimensions • M&E

2.7 Comparative Case Studies

Country	Overview	Focus Area & Applications

Uganda – Uganda Wildlife Authority	• **Predictive analysis** – Poaching data, GPS, & ML
	• Likelihood of poaching activity – Patrol effectiveness
		• **Environment & Conservation**
		• **Extrapolation**:
		  • Predicting spread of disease
		  • Predicting adverse weather conditions

Indonesia – VAMPIRE*	• **Data warehouses** & **Integrated data sets** – Holistic EWS* for climate impact	• Impact of climate on **vulnerable populations** – Identify priority areas • **Relatable to disasters in SSA** – **Impact on women, youth, & children**
Central Africa – UNICEF Magic Box	• **AI & ML tools and techniques** – Outbreak of **Zika** and **Ebola** virus crises	• **Insights** to inform **humanitarian responses** – emergencies & epidemics
Indonesia – UN Global Pulse Lab	• **Real-time monitoring** – Social media tracking	• Food price changes to understand **potential humanitarian crises**

*VAMPIRE - Vulnerability Analysis Monitoring Platform for Impact of Regional Events
*EWS – Early Warning System
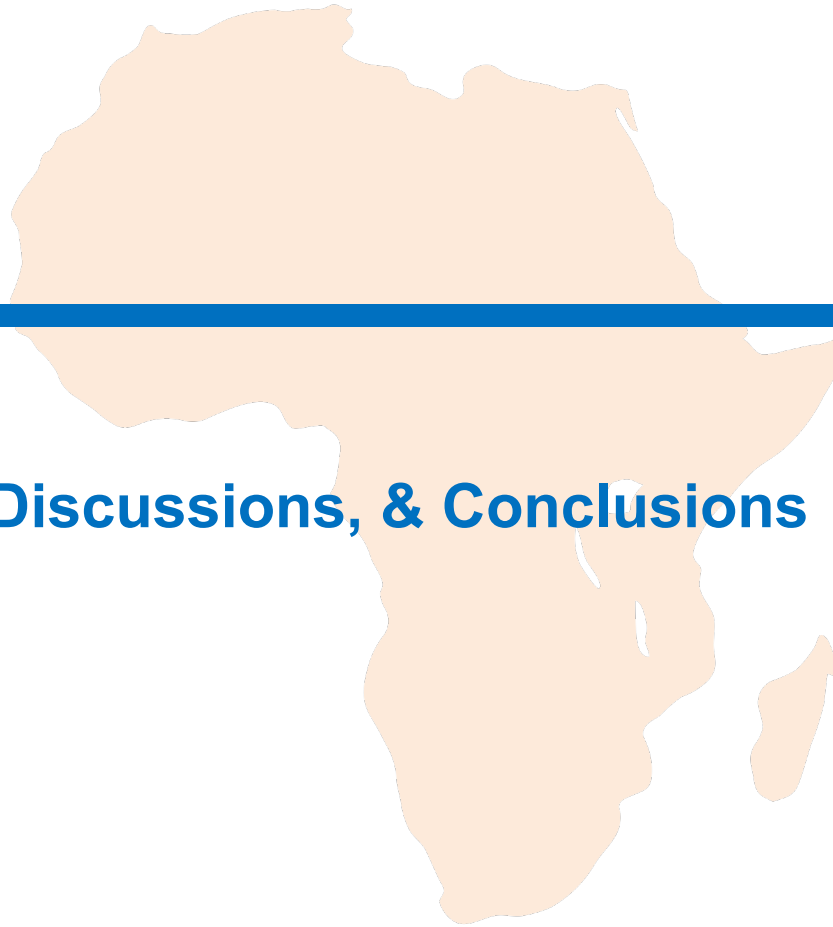
3. Findings, Discussions, & Conclusions

## Leveraging AI & Big Data **will** support Philanthropy in Africa

- **Impact of "missing out" on AI & Big Data:**
  - **Africa being left behind!**
  - Diminished innovation and impact from Philanthropy – **Next Frontiers**
  - Reduced efficiency – **Allocation of limited resources**
  - Impact on skills development – **Doing Philanthropy the "Old fashioned way"**

- **Linking AI & Big Data to National Development Plans (NDP):**
  - **Philanthropy contributes to NDPs**
    - Philanthropy needs to be **aligned to development goals – Data is required!**
  - Need for **Data-Driven Decision Making (DDDM)**
    - Improved **philanthropic resource allocation – Impact**
    - **Proactive vs. Reactive** interventions
  - **Monitoring, Evaluation, Accountability, & Learning (MEAL)**

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Shift Our Thinking about Philanthropy!

- **Use "what we know" to enhance Localised Philanthropic activities:**
  - Data driven decision making – **Communities have data**
  - Collaboration and networking – Include **marginalised groups**
  - Increased access to information – **Transparency**
  - Develop Linkages**: AI, Big Data, Ethics and Governance**

17 PARTNERSHIPS FOR THE GOALS

- **Addressing challenges - Inclusiveness and Responsibility:**
  - Bridge the **digital divide**
  - Data privacy regulations – **POPI Act**
  - Ethical considerations – **What is not intrusive?**
  - Appropriate technology – **Relevance to African Social challenges**
  - **Data Colonisation –** African data used to **resolve African challenges**
  - **Data Ownership – Ownership and Control** of data and its usage

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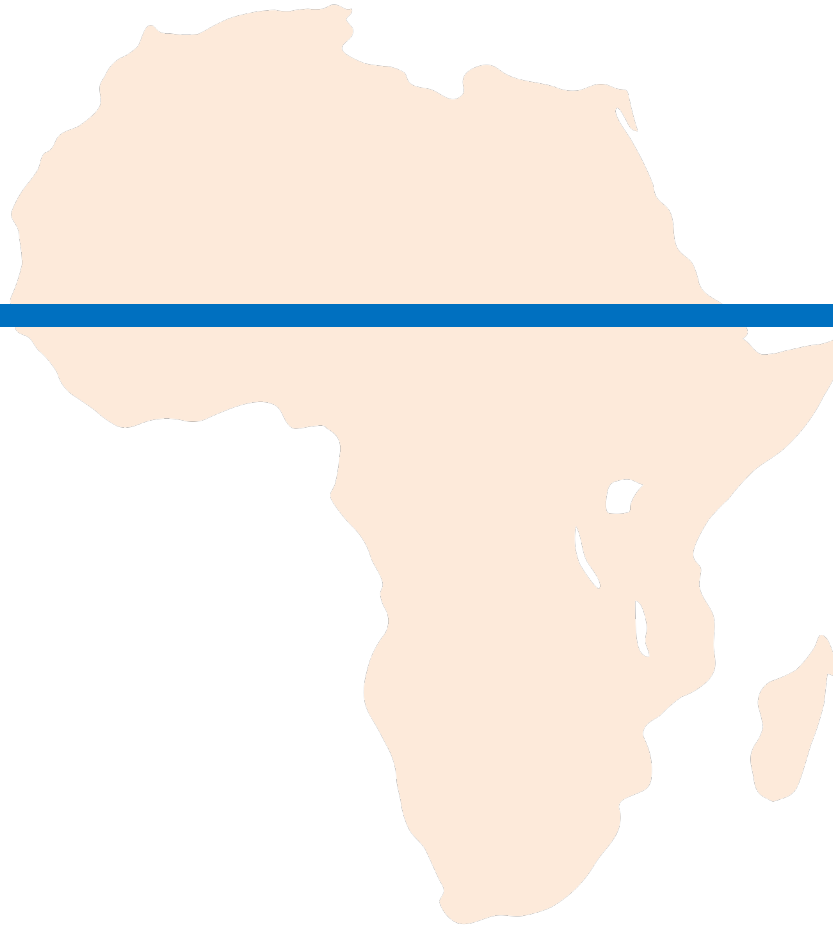
4. Q & A

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