

www.symposium-iptech.com



Creating an inclusive climate focused digital economy in uganda

Through Knowledge Creation, Protection, Deployment, Human
Capital Development and Environment, Social Governance (ESG)

www.symposium-iptech.com





www.symposium-iptech.com



Convener's Profile

KTA ADVOCATES





We provide real-time legal solutions at each step of our client's business decisions.



KTA Advocates (Formerly, Karuhanga Tabaro & Associates) is a specialized award-winning IFLR recommended and a WTR1000 top-tier law firm that focuses on technology, media, telecommunications, intellectual property & construction law. We provide real-time legal solutions at each step of our client's business decisions. Alongside its special commercial expertise, the firm's team of specialized attorneys provides full legal service across various sectors like corporate governance, project finance, international trade, dispute resolution & arbitration, tax finance, civil & commercial litigation, employment, and real estate & property.

KTA Advocates (Formerly, Karuhanga Tabaro & Associates) is a specialized award-winning IFLR recommended and a WTR1000 top-tier law firm that focuses on technology, media, telecommunications, intellectual property & construction law. We provide real-time legal solutions at each step of our client's business decisions. Alongside its special commercial expertise, the firm's team of specialized attorneys provides full legal service across various sectors like corporate governance, project finance, international trade, dispute resolution & arbitration, tax finance, civil & commercial litigation, employment, and real estate & property.

The firm is a member of the Amani IP Network of Intellectual Property Practitioners <https://amaniip.com> in the region and has offices in Nairobi, Dar-es-salaam, and Bujumbura. We also work with other trusted law firms in several jurisdictions in Africa including Kenya, Tanzania, Burundi, South Sudan, the Democratic Republic of Congo, Ghana, Nigeria, South Africa, Tunisia, Morocco, and Mauritius as well as law firms in Europe, Asia, and North America with similar - media, technology, and IP focus, covering all key worldwide jurisdictions.

KTA provides an avenue through which the team of twenty Four (24) highly specialized Advocates render a range of legal services to clients globally. KTA is driven by its defined mission and values, which form the foundation for the business model built around solving clients' problems while incorporating them into the firm strategy. The firm is also conscious of the magnitude of its services and the need to protect its clients; the firm always has an updated professional indemnity policy.

Partners' Profile

Khama Digital Content Hub
Teesa Advisory





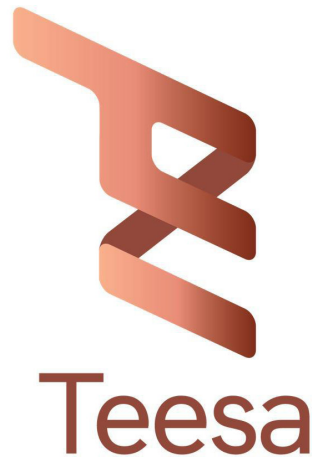
Khama Digital Content Hub is a thought creation and business of three female digital creators: Claire Muhire, Kemigisha Fiona, and Nyonyozi Primrose. The Hub is our contribution to Uganda's vibrant and growing creative industry. The business was born out of a desire to bridge the gap between creatives and brands.

Our purpose is two-fold; skilling digital content creators to enable them professionalise and monetise their craft; and connect them to decent work.

Through the Hub, we are working to equip creators with market-relevant skills enabling them to create productive self-employment opportunities and secure a space where we can earn fair wages and contribute to our communities.

The award-winning YouTube talk show, The Unpopular Opinion UG (TUO) is a product of the hub. With over 29,000 subscribers, 80,000 views per month and reaching over 6,000 people per week including hundreds of small and medium-sized women-owned and founded enterprises. We reach over 130,000 accounts per month and engage over 1,500 daily.

TUO exists to serve women like us; the career girl, the entrepreneur, the mother, wife and paper chaser; the black woman navigating life and pursuing her fullest potential.



Teesa is an app with a mission to:



HOST

1,000,000

business knowledge resources



CREATE

1,00,000

new jobs by the end of 2035.



UPSKILL

1,00,000

entrepreneurs and

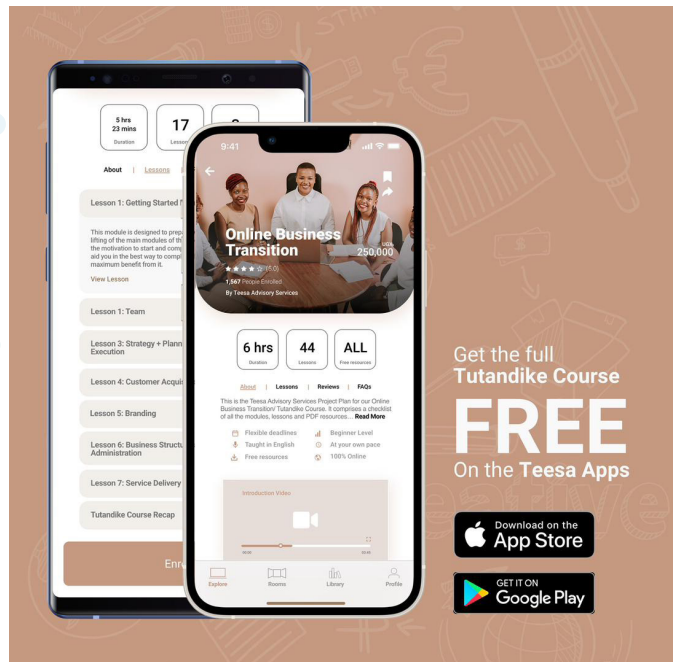
Teesa is an enterprise skilling marketplace whose focus is to co-create and make available high-quality, niche business content for African entrepreneurs and African enterprises by African experts.

With Teesa you can access Enterprise Skilling Content in (3) Three Formats:

ONLINE COURSES: On demand, pre-recorded, high quality, multimedia content all-in-one place. Watch/Listen/Read, and Put into Action.

GROUP BUSINESS COACHING: LIVE Group Sessions by Business Topic, facilitated by African Experts. Ask all your questions, get them answered by experts and share insights with like-minded colleagues in the same field(s).

ONE-ON-ONE CONSULTATIONS: LIVE one-on-one business advisory sessions designed to provide direct support to specific, actionable issues faced by the everyday entrepreneur or someone in your field help you think out-of-the-box, achieve results quicker and make fewer mistakes.





Background and Justification



The digital economy refers to a broad range of economic activities that use digitized information and knowledge as key factors of production.[1] According to the United Nations Capital Development Fund (United Nations Capital Development Fund (UNCDF)) Inclusive Digital Economy Scorecard Report, there are four dimensions to the digital economy- policy & regulation, infrastructure, innovation, and skills.[2] The report revealed that while Uganda has a strong policy and regulatory framework relating to the digital economy, the country has low levels of infrastructure, innovation, and digital and financial literacy.

The deficiency in basic and digital skills poses the greatest challenge to building an inclusive digital economy.[3] This is further exacerbated by income and gender inequalities. All these factors have led to a steadily widening digital divide that disproportionality affects those in rural and underserved communities. Women in particular face structural disadvantages stemming from several economic and social factors. An inclusive digital economy is one where people from all populations and demographics can meaningfully participate in the economy through harnessing digital tools and technologies.

The National Development Plan III identifies agriculture, ICT, and education as key sectors capable of improving livelihoods, generating employment, and producing goods. In a bid to increase household income and improve Ugandans' quality of life, the strategies adopted under the Plan include enhancing skills and promoting science, technology, and innovation.

The expected results of the Plan include reduced poverty, reduced income inequality, and a reduction in the rate of unemployment among the youth. The Plan includes human capital development as one of the programs designed to deliver the desired results. The program emphasizes the need to strengthen the foundation for human capital, improve the quality of education at all levels, develop competencies possessed by labor, and increase the application and uptake of modern and appropriate technology.

Given the need to prioritize human capital development to achieve the objectives of the National Development Plan, this year the KTA Annual Symposium shall focus on upskilling women, youth, and those in underserved communities to equip them with the key skills and knowledge needed to thrive and leverage the opportunities in the fourth industrial revolution (4IR). The training shall cover an array of sectors including agriculture, media, commerce, finance, and ICT.

Additionally, considering the lack of gainful employment opportunities and high levels of un-

employment among the youth in Uganda, the Symposium aims to expose people to alternative methods of earning income outside of the formal employment structure.

The Symposium also shall aim to build the knowledge and capacity of regulators to effectively create laws and policies that particularly respond to the needs of the aforementioned groups in the context of the fourth industrial revolution. Furthermore, the project will equip the intended audience with knowledge on relevant laws and legal This training shall take place through technology applications, physical engagements, masterclasses, seminars, and social media platforms.

The Symposium shall also serve as a platform through which entities offering technological solutions that address the needs and challenges of the intended audience are linked to these communities. These will include entities that offer affordable financial products, business tools, and education technologies among others. Equipping the intended audience with digital skills and the capabilities to use these technologies shall be a prime aspect of the skilling programs.

Further through the symposium, we intend to provide training on expected ESG practices that can help individuals and entities identify, assess and manage climate related risks and have technical discussions on how Uganda can transition into a low carbon economy. The discussions shall equip individuals and entities with knowledge and skills on how best they can harness the ESG factor, through carbon trade investment.

Uganda having signed the 2015 Paris Convention, in recognition of climate change as a pressing global issue that has led to significant shifts in public opinion, regulatory frameworks, investor expectations and business strategies. Our aim, through the symposium is to have discussions with key sector players, such as financial institutions, entrepreneurial ventures, NGOs, Government agencies, institutional investors and energy & telecommunications companies, on how the ESG factors have been incorporated into their business structure to promote sustainable and responsible practices and identifying the gaps created by policy and regulation.

The Symposium shall be held in collaboration with Khama Digital Content Hub (herein referred to as 'Khama') which will use social media platforms such as YouTube to disseminate knowledge on business development and other training content. Khama shall also be the platform through which the public is made aware of the Symposium's skilling program once it is launched. The Symposium shall also be held in collaboration with Teesa Advisory which shall develop curricula and course content for the skilling program and provide the same through physical training and online platforms. procedures.



Objectives

01

To equip women, youth, and underserved communities with digital and financial literacy.

02

To equip people with skills to create alternative revenue streams outside formal employment such as carbon trading

03

To assist women, youth, and underserved communities to leverage the use of technology to access information, knowledge, and education required to seize the opportunities in the 4IR.

04

To upskill regulators and policymakers to create policy that fosters an inclusive digital economy.

05

To equip the intended audience with knowledge of the relevant laws and regulation.

06

To inform businesses about climate Change and sustainability

07

To share knowledge with businesses about the Voluntary Carbon credits market, regenerative agriculture and sustainable farming

08

To discuss, guide and inform climate change policy and regulation



Format of the Symposium



...Course material spearheaded by Teesa Advisory. The topics of the courses shall range from basic English skills, to fundamentals of financial literacy and agriculture.

The project shall run for a period of seven months, from April 2023 to October 2023.

The project shall begin with the development and production of course material spearheaded by Teesa Advisory. The topics of the courses shall range from basic English skills, to fundamentals of financial literacy and agriculture. Highly knowledgeable female entrepreneurs within the respective fields shall co-create the curricula with Teesa Advisory. The content shall then be rolled out to the public during the month of June through the Teesa App, with the official launch taking place at the Khama 's Annual Content Creators' event. The launch of the skilling programs shall closely be followed by country-wide physical activations in five districts between the months of June to October.

Through the months of April to October, Khama, through its YouTube platform 'The Unpopular Opinion' shall publish episodes tailored to provide knowledge and skills to entrepreneurs across a multitude of sectors. These episodes will feature the female entrepreneurs taking part in the development of the business courses led by Teesa Advisory and experts from partner organisations on this project.

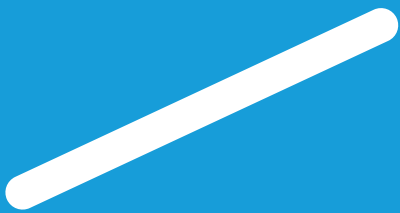
The final event shall be the KTA Annual Symposium 2023 – an event slated to take place on the 19th and 20th of October, 2023 at The Drop, Muyenga. The event shall consist of a series of masterclasses, panel discussions, and presentations.

After the Symposium, the convener, in collaboration with Teesa Advisory, shall publish an impact assessment report detailing how the skilling program and all other project activities have benefited the intended audiences and whether they have achieved the desired objectives .

Additionally, throughout the duration of the project, Khama shall oversee the production of a project documentary which will highlight the activities jointly created and carried out by KTA Advocates, Teesa Advisory and Khama in relation to the project. The objective of this documentary is to capture the essence of the project, its partners and beneficiaries.



Project Work Plan



1. Curriculum development & production of six online multi-media, multilingual skilling programs:

Teesa Advisory will work with a total of ten female entrepreneurs, creators, translators, and KTA Advocates to create pre-recorded, practical online courses in video, audio, and text, in three core languages (English, Luganda, and Runyankole) for small businesses owners on aspects of financial literacy, digital literacy, agriculture, and commerce.

The curriculum development and production shall take place in the following manner with an estimated timeline of eight weeks (March to April 2023):

a) Curriculum Development:

Teesa Advisory has created an eight-step co-creation and outlined the process to extract detailed, insightful and practical skilling curriculums that include (but are not limited to): customizing your experiences to teaching purposes, brainstorming teaching content, and the monetization of skilling content. The eight stages of curriculum development will involve;

1. Sourcing Creators: Finding competent and articulate women running agricultural businesses, female vocational teachers in the English and technology space and entering into contractual arrangements with the creators.

2. Creator Discovery: Trying to determine the unique experiences and insights that each creator has to customize the courses for different target audiences.

3. Understanding and Defining the target audience.

4. Brainstorming & Outlining all of the components of the curriculum: .i.e. modules, lessons, insights, case studies, examples, tools, action steps

5. Scripting the course for production and for text consumption (reading)

6. Production for multimedia.

7. Post production - editing all media resources, graphics, photos etc

8. Distribution: Deciding what platform they are going to go on, when they will be uploaded, for how long, how they will be categorized, whether they will be free or paid.

Each Course will comprise 3 - 5 Modules (main topics), and 9-20 Lessons(sub-topics) of about 10 minutes each.

b) Curriculum Production:

Teesa Advisory will work with eight creators and two Translators to develop, co-create, outline, script, produce, and host (on the Teesa Apps) six online, multimedia courses.

Proposed courses:

Course 1	Basic English Literacy Course for Small Business Owners (in English, Luganda, and Runyankole) 5 Modules, 4 Lessons Each. Total 20 Lessons
Course 2	Basic Smartphone Use for Small Business Owners (in English, Luganda, and Runyankole) 4 Modules, 4 Lessons Each. Total 16 Lessons
Course 3	Foundations of Agriculture as a Business: Livestock (in English, Luganda, and Runyankole) 4 Modules, 4 Lessons Each. Total 16 Lessons
Course 4	Foundations of Agriculture as a Business: Plants (in English, Luganda, and Runyankole) 4 Modules, 4 Lessons Each. Total 16 Lessons
Course 5	Business Essentials for Agriculture Entrepreneurs (in English, Luganda, and Runyankole) 6 Modules, 3 Lessons Each. Total 18 Lessons
Course 6	Digital Content Creation for Women in Business by Khama Digital Content Hub (in English, Luganda, and Runyankole) 4 Modules, 3 Lessons Each. Total 12 Lessons
Course 7	Legal Starter Pack for Small to Medium Enterprises (SMEs) (in English only) 4 Modules, 3 Lessons Each. Total 12 Lessons Course led by KTA Advocates



c) Curriculum rollout to the general public:

1. The online media ramp-up, launch, and public rollout of all skilling programs will be managed by Khama Digital Content Hub.

2. Country-Wide Onboarding and Regional Activations

After the skilling programs have been launched, in order to create engagement with the skilling content and achieve impact in the lives and businesses of the content beneficiaries, it will be

prudent to carry out a country-wide activation with physical activities to engage the intended audience and onboard them onto the Skilling Programs that have been co-created for their benefit and business growth.

The activations shall take place in five districts from the months of June to October. Each regional activation shall take two days.

ACTIVITIES	
DAY ONE	Community Building: Led by KTA Advocates, Khama Digital Content Hub (and other partners) to engage in informal conversations with local hubs, small businesses and business communities in the districts in which we will hold the physical engagements.
DAY TWO	Upskilling: Led by Teesa, to launch and facilitate training around the core aspects of the different Skilling Programmes created under this project.

Event Program



DAY ONE

8:15 - 8:30

Subtheme- Upskilling Women in Business

Opening remarks: Asmahaney Saad: Managing Partner, KTA Advocates

8:30 - 9:00

Registration

Policy Considerations:

Topic- Navigating the Digital Future: Policy Frameworks and Innovation in the Age of Rapid Technological Advancements

Speaker:

Dr. Aminah Zawedde, Permanent Secretary, Ministry of ICT and National Guidance

9:00 - 9:30

Setting the Stage: The Gender Pay-gap:

How to unlock the Potential: Empowering Girls and Women in the Digital Age

Facilitators: Agnes Kisembo, Program specialist- Inter-governmental support, UN Women, Paul Okello, Program specialist- Women Economic Empowerment UN Women

Let's Change the Narrative

9:30 - 10:15

Masterclass- Knowledge Creation and Upskilling for the African Workforce: Turning our experiences into practical skills for value Addition, and employment in the marketplace

Facilitator:

Paula Mugisa, CEO, Teesa Advisory

10:15 - 10:30

BREATHHER BREAK

Karuna Studio

10:30 - 11:30

Masterclass- Mastering Social Media Marketing

Facilitator :

Khama Digital Content Hub

11:30 - 12:00

Masterclass- Tapping into the E-commerce Frequency: Making Money Online.

Facilitator: Vinod Goel, CEO, Jumia

12:00 - 13:00

Panel Discussion:

Judy Wambaire , Company Secretary and Head of Legal & Compliance, KCB Bank

Opportunities for Women in Business: Let's Break Things Down

Moderator: Judy Wambaire

Panelists: Priscial Mutebi- Legal Counsel, Southern Africa Legal Affairs Department at Huawei Technologies (Uganda), Catherine Tulina Kafumbe Country Director SafeBoda, Agnes Kisembo- Programme Specialist UN Women, Claire Muhire- Be Your Own Boss Babe Brian Namanya- CEO Tubayo

13:00 – 14:00

LUNCH

14:00 – 15:00

Subtheme: Uganda's Green Economy

Masterclass: Developing Climate-Resilient and Climate-Friendly Businesses in Uganda: A Guide for Entrepreneurs

Facilitator: Dr. Lydiah Gatere climate change expert, Centre for Agriculture and Bioscience International

15:00 – 15:40

Masterclass: Climate Focused Business

What is ESG? Can I Make Money From Carbon Credits?

Facilitator: Anete Garoza, Co-Founder and Chief Climate Officer, 1MTN

15:40 – 15:50

Opening Remarks: Alfred Okidi, Permanent Secretary, Ministry of Water and Environment

15:50 – 17:00

Round Table Discussion: Uganda's Green Economy:

How Should We Build a Sustainable Climate Focused Eco-system?

Moderator: Kristian Raude Co-Founder and CEO, IMTN Group

Panalists

Margaret Athieno Mwebesa, Commissioner of Climate Change, Ministry of Water and Environment, Daniel Yin CEO – Spouts International, Dr. Lydiah Gatere Climate Change Expert, Centre for Agriculture and Bioscience International, Judith Nabimanya, Department of Investment for Sustainable Development, SEATINI Uganda, Brian Isabirye, Head – Renewable Energy Department, Ministry of Energy and Mineral Development, Brenda Akankunda, Legal Associate Green Deal

17:00 – 18:00

Fireside Chat and Quiz Night

You're a CEO, Now What?; A conversation with Patrick Ayota, Managing director, National Social Security Fund

Host: Kenneth Muhangi

8:15- 8:30

Subtheme- The Agribusiness Ecosystem

Opening Remarks: Uganda Law Society

Registration

8:30 - 9:00

Policy Considerations:

Topic- The Triad of Progress: Science, Technology, and Innovation as Catalysts for National Development

Speaker:

Dr. Monica Musenero, Ministry of Science, Technology and Innovation; Represented by Catherine Muwumuza, Superintendent Support Services at Science, Technology and Innovation

9:00 - 9:30

Setting the stage: Building a Resilient, Climate-Friendly Digital Economy: Key Factors and Strategies

Speaker; Richard Ndahiro, Digital Country Lead, United Nations Capital Development Fund (United Nations Capital Development Fund (UNCDF))

9:30 - 10:15

Masterclass:

The Financial Literate Agriculturalist

Facilitator:

Ronald .K. Ssekajja, Project Manager, Innovations, Agribusiness Development Centre

10:15 - 10:30

BREATHHER BREAK

Karuna Studio

10:30 - 11:20

Masterclass:

The Emata Blueprint: How Tech Makes (Agri) Business Loans Make Sense

Facilitator: Lillian Nassanga Musoke, Co-Founder & Product Manager, Emata

11:20 - 12:00

Masterclass: Agricultural Revitalization and Transformation- How to Transform Your Agri-Business Through Financing

Facilitator: Deus Tirwakunda, START Facility Manager, United Nations Capital Development Fund (United Nations Capital Development Fund (UNCDF))

12:00 - 13:00

Panel Discussion:

Tell us what you know about Series

Moderator: Maren Hald Bjørgum, Chief Communications Officer Emata

Panelists:

Tell us what you know about funding

An International organisation perspective), Richard Ndahiro, Digital Country Lead, United Nations Capital Development Fund (United Nations Capital Development Fund (UNCDF))

Tell us what you know about partnerships, Ronald .K. Ssekajja, Project Manager, Innovations, Agribusiness Development Centre

Tell Us What You Know About Creating Agricultural Financing Products for Agribusiness, Ann Marie Mwaka Sabano, Head of Business Development, aBi Finance Ltd

13:00 – 14:00

LUNCH

14:00 – 14:40

Subtheme: Private Equity and Venture Capital

Masterclass: What is Private Equity and Venture Capital ? How do I prepare my business for funding ?

Facilitator: Raymond Asimwe, Managing Partner, Bytelex Advocates, member, ICT Cluster, Uganda Law Society.

14:40 – 15:40

Panel Discussion:

The truth about VC and PE: Beyond the Hype and the Headlines

Moderator: ICT Cluster, Uganda Law Society

Panelists: Kambere Mwesigwa, Debt Manager, ABSA Bank, Mark Mutaahi, Managing Partner, BiD Capital Partners, Dianah Nannono Head – Private Sector Development Unit, Ministry of Finance, Planning, and Economic Development

15:40 – 17:00

Launch of KTA/Khama/Tessa Project

17:00

Fireside Chat and Cocktail:

Leveraging networks: The power of collaboration

Leveraging networks: The Power of Collaboration

Guests: Irene Birungi Mugisha Ateenyi, Chief Executive, Presidential CEO Forum

Host: Fiona Kemigisha

