

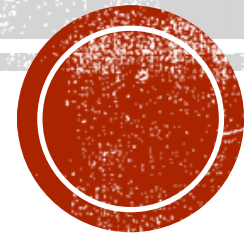
KENYA: EXPERIENCE SHARING ON CAPACITY BUILDING FROM UNCTAD

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BACKGROUND

- Enterprise and Public ICT survey 2016. A first of its kind in Kenya
- It was a joint exercise carried out by the Bureau of Statistics (NSO in Kenya) and the Communication authority.
- UNCTAD offered *a step by step* technical assistance from initial stages to the dissemination of the reports.

Step 1: Training

- A team from KNBS (NSO-Kenya) and Communication Authority of Kenya (ICT regulator) who were to work on the Enterprise ICT survey together with other participants of other countries went through training on the *production of statistics on the information economy*.
- The training aimed at improving the capacity of official data producers in African countries to produce internationally comparable statistics on ICT use in business and on the ICT (production) sector.

This training built a foundation in the production of these statistics since NSO-Kenya had not compiled such statistics in the past.

Materials, experience sharing with participants from different countries formed knowledge creation for us and this helped us in the work of production of statistics on the information economy.



The specific objectives for the training were:

- To provide data producers with background information on the measurement of ICT use in the business sector, including the link between indicators and ICT policymaking and related international initiatives.
- To offer a methodological framework for carrying out ICT statistical work throughout the different phases of data collection, processing and dissemination.
- To discuss the concepts related to measuring the information economy, the variables and indicators to be compiled (including core ICT indicators on ICT use in business and on the ICT sector); the classifications to be used; and the design of statistical operations to investigate the use of ICT in enterprises and the ICT sector.
- To review institutional aspects of the statistical process related to the production of ICT statistics, such as the co-operation between data providers and users, and co-ordination among data producers.



Step 2: Formation of the Questionnaire and Sampling

- This involved formation of questionnaire while following the Manual on production of statistics on the information Economy 2009 revised edition.
- Ensuring smooth flow of questions since other in-house questions were added to meet Kenya's demand.
- Assisted and worked with the sampling team to ensure robustness and a national representative sample. 4,000 enterprises and 1,030 public institutions were sampled
- Covered all the 12 core indicators and an addition of 26 country specific indicators

Step 3: Data analysis and Report writing

- Assisted in the cleaning of data and imputation of missing values
- Ensuring the flow of the two reports were consistent with the questionnaire
- Assisted in the formation of the report in a manner that is easily understandable to all

Step 4: Recognition

- Through UNCTAD support, the survey reports followed the international standards and hence comparable with other counties.
- A few countries sought to learn from us and shared the report and experiences with them.



Lessons learnt.

- Its critical, especially carrying the study for the first time, to have such support which enables not only the technicalities of the project, but buy-in in the organisation for such a project to take place
- Ensures that all the international standards, manual is followed to the latter.
- Builds a strong foundation and reference and becomes easier to undertake similar project in future

Areas for Support.

- Kenya, is starting to thrive in e-commerce more so due to the lockdown measures in place to contain the spread of Covid. Businesses especially, manufacturers/factories, supermarkets, small trade businesses are moving towards selling their products online.
- Investors are asking for the e-commerce readiness of the country, data supporting the use of e-commerce and such in order to set up e-commerce businesses.
- With the ongoing budget cuts that we are facing, its difficult to carry all these studies. Currently, we are more relying on developing partners to support studies that can inform the data gaps.



- We are also working around on how we can use the scanner in measuring part of e-commerce and any country doing similar work are welcome to share their experience with us.

This include:

1. A similar capacity building programme (on the manual) to be done more so on:

- Measuring the value of e-commerce, cross border e-commerce etc
- Use of other data sources of data in compiling the necessary statistics on digital economy.
- Imputations of missing values while using new sources of data

2. Support in building an ICT Satellite account

3. Support in taking a study on e-commerce from business side

4. Support in analysing and report writing of the e-commerce from household survey (Data is already collected)



LINKS FOR THE PUBLICATIONS:

ICT ENTERPRISE REPORT 2016

[HTTPS://WWW.KNBS.OR.KE/?WPDMPRO=ENTERPRISE-ICT-SURVEY-REPORT-2016](https://www.knbs.or.ke/?wPDMPRO=ENTERPRISE-ICT-SURVEY-REPORT-2016)

ICT PUBLIC REPORT 2016

[HTTPS://WWW.KNBS.OR.KE/?WPDMPRO=PUBLIC-SECTOR-ICT-SURVEY-REPORT-2016](https://www.knbs.or.ke/?wPDMPRO=PUBLIC-SECTOR-ICT-SURVEY-REPORT-2016)

THANK YOU FOR LISTENING

