2022 WITSA Global Innovation and Tech Excellence Awards
Nomination Form

The 2022 WITSA Global Innovation and Tech Excellence Awards *(formerly known as the Global ICT Excellence Awards*) will be presented to select individuals, academic institutions, corporations, NGOs or governments whose use and applications of digital technologies exhibit exceptional achievement within the following broad categories:

Private Sector/NGO	Public Sector
Digital Opportunity/Inclusion Award	Digital Opportunity/Inclusion Award
Smart Cities Award	Smart Cities Award
Sustainable Growth/Circular Economy Award	Sustainable Growth/Circular Economy Award
Innovative eHealth Solutions Award	Innovative eHealth Solutions Award
Public/Private Partnership Award	Public/Private Partnership Award
E-Education & Learning Award	E-Education & Learning Award
Emerging Digital Solutions Award	Startup Ecosystem Award

In addition, a *Chairman's Award* will be presented to a nominee selected from the entire pool of candidates from all award categories.

Candidates for these Awards are nominated by ICT experts from around the world who span over 80 countries/economies. The 2022 *WITSA Global ICT Excellence Awards* will take place in conjunction with the September 13-15, 2022 World Congress on IT in Penang, Malaysia (**https://wcit2022.com/https://wcit2021.org.bd/**).

Digital Opportunity/Inclusion Award
Award #1: Individuals, academic institutions, corporations, or NGOs
Award #2: Government authorities

Award Criteria - Individuals, corporations, academic institutions, corporations, NGOs or government authorities that have made a remarkable and successful effort at providing digital opportunities to those in need are eligible for this award. In order for the Digital Age to fulfill its promise, it must consider the unique challenges faced by diverse populations. Examples could include deployment of ICTs and Internet access among inner city populations, or in towns, rural areas or cities in developing and least-developed countries. This award also includes programs and initiatives that aid people with disabilities and others who face longstanding barriers to social inclusion. Digital Inclusion is defined as the "ability of individuals and groups to access and use information and communication technologies (ICTs). Digital inclusion encompasses not only access to the Internet but also the availability of hardware and software; relevant content and services; and training for the digital literacy skills required for effective use of ICTs."

This award recognizes solutions enabling accessibility for those individuals who have traditionally not benefited from ICT. This award also seeks innovative solutions that create

meaningful employment through ICT for those who have traditionally been underrepresented in the labor force. Of particular interest to WITSA are applications that embed inclusion and accessibility in the original design as opposed to retrofitting existing applications.

YOUR NOMINEES (limit three nominations per award category). *Please specify whether the nominee(s) are for the private or public sector category*.

PRIVATE SECTOR – Centro de Investigación de Software y Servicios Relacionados - CENISOFT – NIT (Tax Identification Number): 900.992-357-4

REASONS FOR NOMINATION (NOTE: It is important that you make a <u>detailed description</u> of the nominee and why you think the nomination is justified. The absence of a detailed summary of qualifications as they *relate* to the above-mentioned award description will make it difficult for the awards committee to make an appropriate assessment of the candidate):

CENISOFT is a Colombian non-profit entity established in 2016 with the aim of being the center of innovation specialized in the software sector and its related ones, providing companies and the country with improvements in innovation and digital transformation. This Center was born with the objective of allowing the companies of the Guild to know their own business structure, trends, needs, opportunities and challenges within the country and abroad that can mark their present and can define their future. Since its foundation, CENISOFT has managed more than 20 projects for the public and private sectors in the field of digital transformation and innovation, impacting various regions of Colombia thanks to the permanent government allies that have had a direct impact on the digital transformation of the country.

During the last two years, a large part of the efforts of the National Government have been focused on increasing and supporting the opportunities for the economic reactivation of merchants, entrepreneurs and business owners in Colombia in the face of the economic impact generated by the declaration of global emergency as a result of covid-19. One of the main limitations that has prevented a greater growth of small entrepreneurs has been the difficult access and little use of technologies, for which the need to adopt processes that involve a digital economy scheme has become a necessity for companies of all sizes and sectors, something that has been gaining strength and has been the accelerator of the country's digital transformation in recent months.

Keeping up with technological advances and not being left out is already an obligation for companies to remain and grow over time, hence the "Tu Negocio + Digital" initiative (*Your Business more Digital*), a program of the Ministry of Commerce, Industry and Tourism (MinCIT) and Colombia Productiva framed under the strategy of "Economy for the people" and "Compra lo nuestro" and which was developed by Cenisoft in its first version.

By 2020, according to figures from DANE (National Administrative Department of Statistics), there were 5,440,000 micro-businesses in Colombia and due to the pandemic this figure was reduced by 7.3%; The main impacts of the pandemic on these small production units were mostly low

logistics management capacity to provide materials and supplies for their production, lack of inventory management and accounting and financial management systems, and low capacity to adapt to digital commerce channels.

Tu Negocio + Digital, is a program created to bring Colombian micro-businesses closer to digital transformation, to make them aware of its importance and support them in the implementation of technological solutions to leverage their growth.

The main objectives of the Tu Negocio + Digital program contemplated:
→ Training 50,000 micro-businesses on the importance of implementing technological solutions in their production units.
→ Diagnosing the level of business digitalization in 5,000 micro-businesses.
→ Implementation of 1,000 free technological solutions to enhance the capabilities of micro-businesses. The benefited micro-businesses were able to access solutions such as:
• Website development with hosting and domain.
• Accounting and inventory software.
• Implementation of electronic payment gateways.

To achieve these objectives, the program was divided into the following:

PHASE 0 – Methodology and Platform: Development of a methodology for diagnosing the level of business maturity of micro-businesses, and development and implementation of the "Diagnose your Business" module in the "Softwhere" technology platform.

PHASE 1 - Microbusiness Awareness: A total of 36 virtual trainings and 6 regional face-to-face workshops were carried out on topics related to:

→ Digital channels and customer acquisition
→ Strategies for business promotion through social networks
→ Keys to sell digitally
→ Increase in sales with digital tools
→ Business positioning through Google My Business
→ Your web business 24/7
→ Digital Marketing
→ Business software, how to take my business to the maximum
→ Digital transformation for all

During this phase, more than **54,035** micro-businesses were impacted nationwide thanks to the scope generated by the program through private and public institutional allies in each city of the country.

PHASE 2 – Diagnosis of Microbusinesses: Based on the methodology of Phase 0, the microbusinesses trained in the previous phase were invited to carry out their diagnosis of business digital maturity in the "Diagnose your Business" tool. Through this diagnosis, the micro-businesses were able to know their level of digitalization according to the results obtained:

→ *Impulse level (new and/or micro-businesses in subsistence):* start-up of new businesses designed to generate income for vulnerable families or for the creation of traditional micro-businesses or micro-businesses that are immersed in subsistence dynamics that have not allowed them to advance to be a stable and self-sustaining income alternative for the entrepreneur and their families.

→ *Stabilization Level:* existing micro-businesses that have the potential to be a stable and self-sustaining source of income for the families that comprise them, begin to listen and understand their clients, and recognize the need to improve processes and technologies, in order to achieve progress in its formalization.

→ *Sustainability Level:* existing micro-businesses that have the potential to grow in the production of goods and services seeking standardization, increasing their channels and sales to maintain employment or improve job quality, making progress in different dimensions of the formalization process.

During this phase, we were able to diagnose **5,865** micro-businesses, of which: **243** were at the *Impulse* level, **1,610** were at the *Stabilization* level, and **4,012** were at the *Sustainability* level. The self-diagnostics were performed through the platform: https://diagnostico.compralonuestro.co/cln.

PHASE 3 – Implementation of digital tools: A total of 1,737 micro-business registrations were received to access the implementation of free technological tools, of this number, a total of 1,153 solutions were implemented as follows:

Technological Solution	Implemented	%
Web page	827	71,73%
Software	173	15,00%
Payment Gateway	153	13,27%
TOTAL	1.153	100%

CONCLUSIONS OF THE PROGRAM

→ The awareness phase with each of the micro-businesses to be impacted lasted approximately one hour, time during which, awareness was raised about the importance of adopting Digital Transformation processes.

→ Self-diagnoses were a vitally important input to characterize and understand the reality of micro-businesses in the country; One of the most evident characterizations of maturity allowed us to determine that each Micro-business according to its segment has different needs, which has allowed us to generate a series of recommendations that are closer to their own needs.

→ The "Diagnose your business" tool was very well received by the micro-businesses participating in the program, as it allowed them to learn about a detailed scheme for improving their micro-businesses and also access opportunities and offers of additional benefits from other programs and initiatives of the Ministry of Commerce, Industry and Tourism, as well as Colombia Productiva, Compra lo Nuestro, among others.

→ The acceptance of the methodology by the beneficiary micro-businesses and allied entities was one hundred percent (100%), the one-on-one interaction with the micro-businesses, the workshops carried out, the approach, accompaniment and articulation with the various actors involved for the development of the program, allowed its success.

CENISOFT, thanks to the experience acquired during the first version of "Tu Negocio + Digital", was able to identify first-hand what are the needs of the country's micro-businesses in terms of Digital Transformation, what niches should they break into and how they can optimize their resources through the use of technology; It should be noted that the CENISOFT Foundation, as an entity attached to the Colombian Federation of the Software Industry - FEDESOFT (entity that brings together Colombian software companies), has been able to directly obtain specific information on the use of technology in other sectors, current gaps and levels of digital knowledge of the different actors involved in the "Tu Negocio + Digital" program, in addition to having the support of several affiliated companies to voluntarily join the program offering part of their developments, carry out mentoring processes for the small business beneficiaries of the program and training on the use of the different technological tools to be implemented.

SUPPORTING INFORMATION: Please send any supporting information to the address above, including information from candidate (i.e. excerpt from program description, web site print-out, press release, etc.)

In the following shared folder and links of interest you will find different informative materials that support the development of the program and the entire process and impact generated on the country's micro-businesses.

Folder link:
https://drive.google.com/drive/folders/1165HCk1iFqcUP0QfIk27U22lFrz2DDra?usp=sharing

Official Portals of the program:
→ https://cenisoft.org/micronegocios/

→ http://www.tunegociomasdigital.softwhere.com.co/

Media in which we appeared:

→ https://www.innpulsacolombia.com/cemprende/oportunidades/tu-negocio-mas-digital

→ https://www.elespectador.com/economia/tu-negocio-mas-digital-y-otros-programas-para-transformacion-de-los-micronegocios-article/

→ https://www.risaralda.gov.co/publicaciones/154857/tu-negociodigital/

→ http://www.tibu-nortedesantander.gov.co/tics/conoce-tu-negocio-mas-digital

→ https://www.envigadoteinforma.gov.co/microempresas-envigadenas-podran-participar-en-el-programa-tu-negocio-digital/

→ https://acis.org.co/portal/content/más-de-50-mil-micronegocios-se-han-sensibilizado-gratuitamente-en-herramientas-digitales

→ https://www.estamosenlinea.com/2021/11/30/mas-de-50-mil-micronegocios-se-han-sensibilizado-gratuitamente-en-herramientas-digitales-este-ano-en-colombia/

→ https://intenz.co/2021/11/30/50-mil-micronegocios-se-sensibilizaron-gratis-en-herramientas-digitales-en-2021/

→ https://www.latinpymes.com/micronegocios-se-han-sensibilizado-gratuitamente-en-herramientas-digitales-este-ano/

→ https://www.rcnradio.com/economia/pequenos-negocios-podran-postularse-para-recibir-tecnologia-gratis

NOMINEE CONTACT INFORMATION (for award follow up and coordination)
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