



ALCATEL-LUCENT DIGITAL BRIDGE INITIATIVE

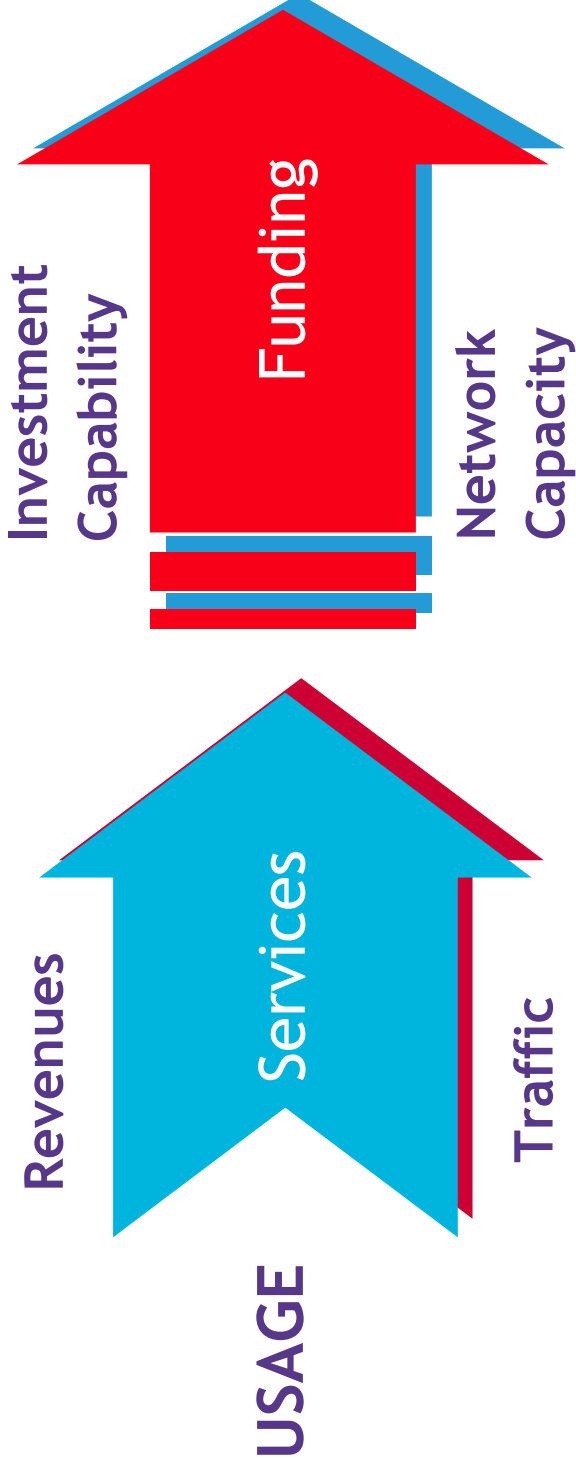


WSIS Action Line C6 Open Consultation - ITU, Geneva, 20 May 2008

Thierry ALBRAND, Vice President Digital Bridge

Usage is the Key enabler

... to demonstrate the viability of investment

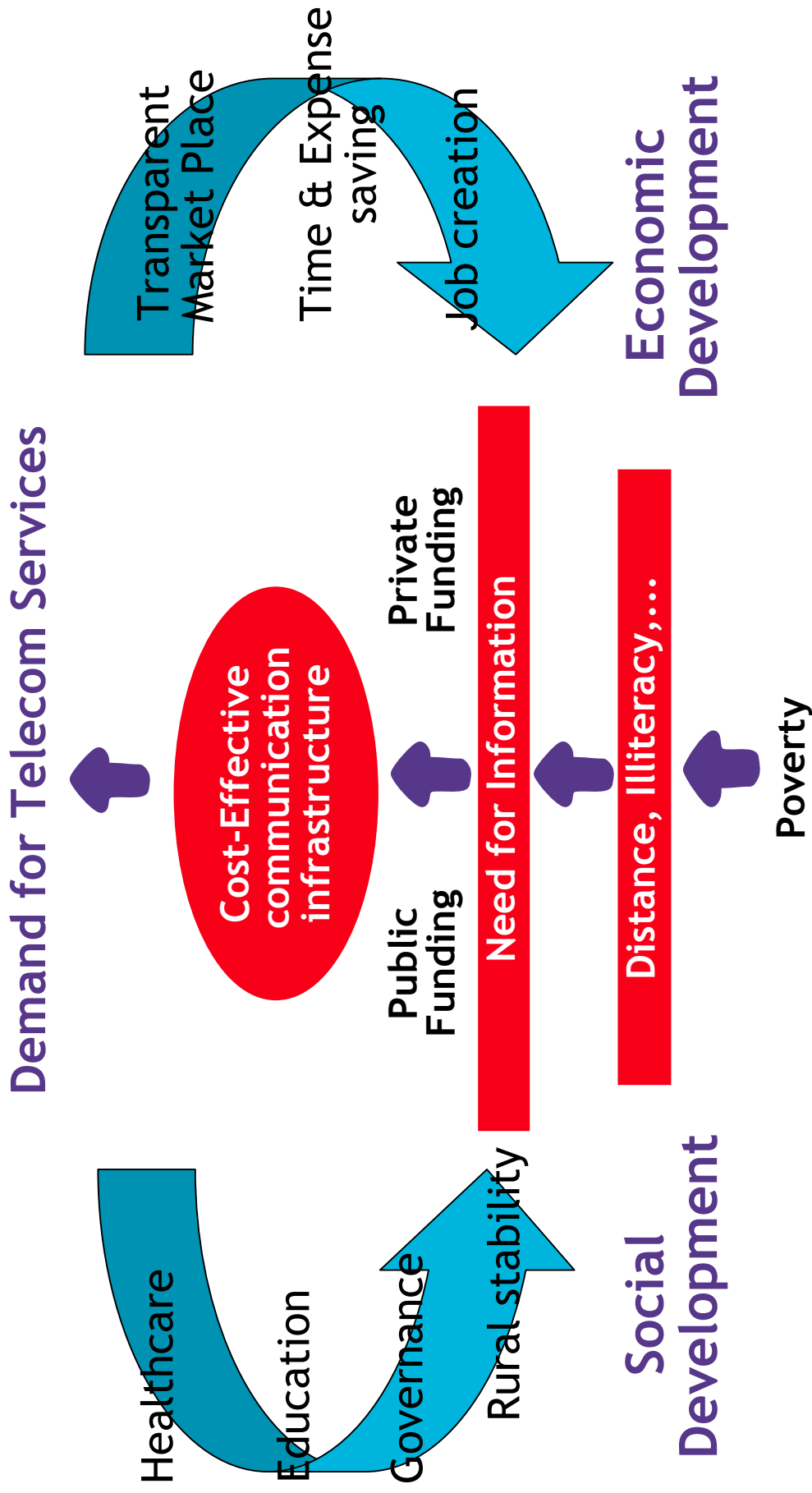


INFRASTRUCTURES

... and attract potential investors

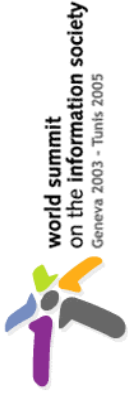
Digital Bridge Initiative

A new development model based on ICT



A win-win Model - Key Success Factors

1. International and National Political Willingness to develop ICT-based Programs



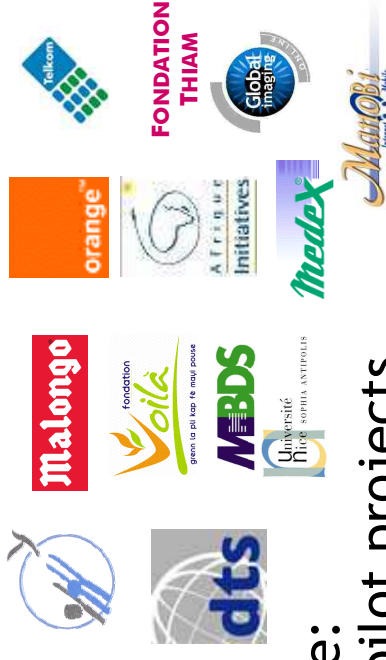
2. Clarification of Telecom Regulatory Environment, including support of Universal Access effort



3. Encouragement of local Entrepreneurship and private community Funding



4. Close Partnerships with local players



+ a spark to start the engine:
initial funding for initiatives and pilot projects

Improving coffee traceability within isolated area in Cap Rouge, Haïti



Partnership with Malongo, University of Nice and Comcel to offer high speed Internet access to fair trade coffee producers to improve traceability of the coffee from the small producer in Cap Rouge (Haïti) to the final consumer

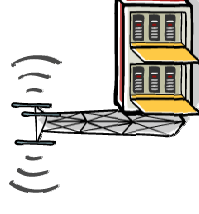
**Inaugurated
in March 2008**

Objectives for the producers and their cooperatives

monitor the traceability of their fair trade labelled production

- sell their coffee on optimum terms by reducing the number of intermediaries
- training in information technology
- pioneer a range of innovative services in agricultural telecenters to serve education, health, e-government and ecotourism

3 schools and a health center connected



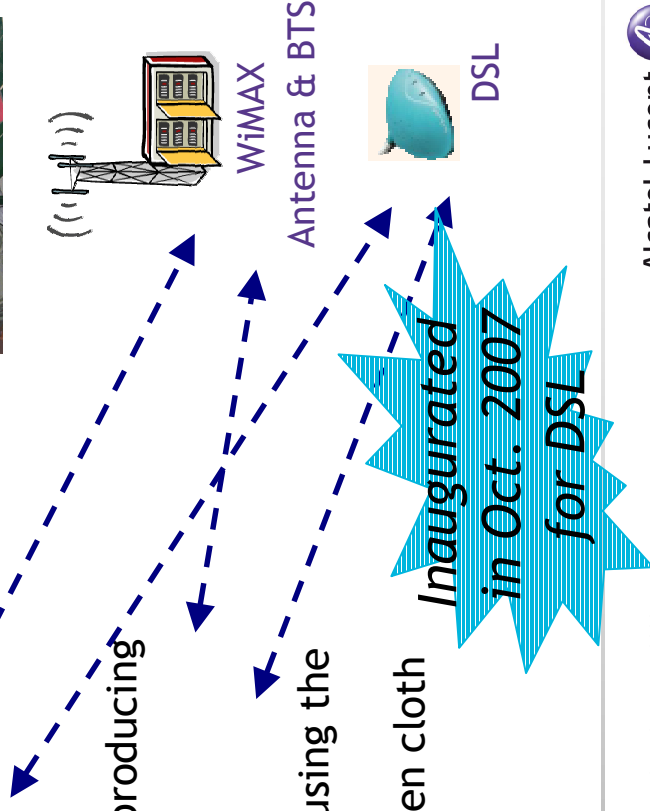
Broadband access for deprived people in Madagascar



Partnership with ATD Fourth World and Data Telecom Service to offer high speed Internet access to deprived people in Antananarivo

Objectives

- Establishing IT discovery and training programs for young people (16-25 years old) in very deprived areas
- Creating a craft cooperative with adults producing products for the home market (peanut oil, wooden furniture, etc.) and using the Internet to sell embroidery work and woven cloth to export markets



Pésinet: Fighting infant mortality in Mali



Weight Data

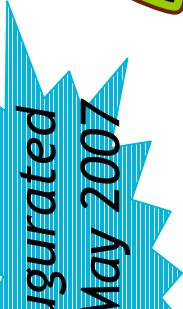
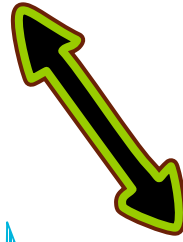


Internet

Alerts



Weight & Alerts
Collection



Sick children
for Medical
Visit



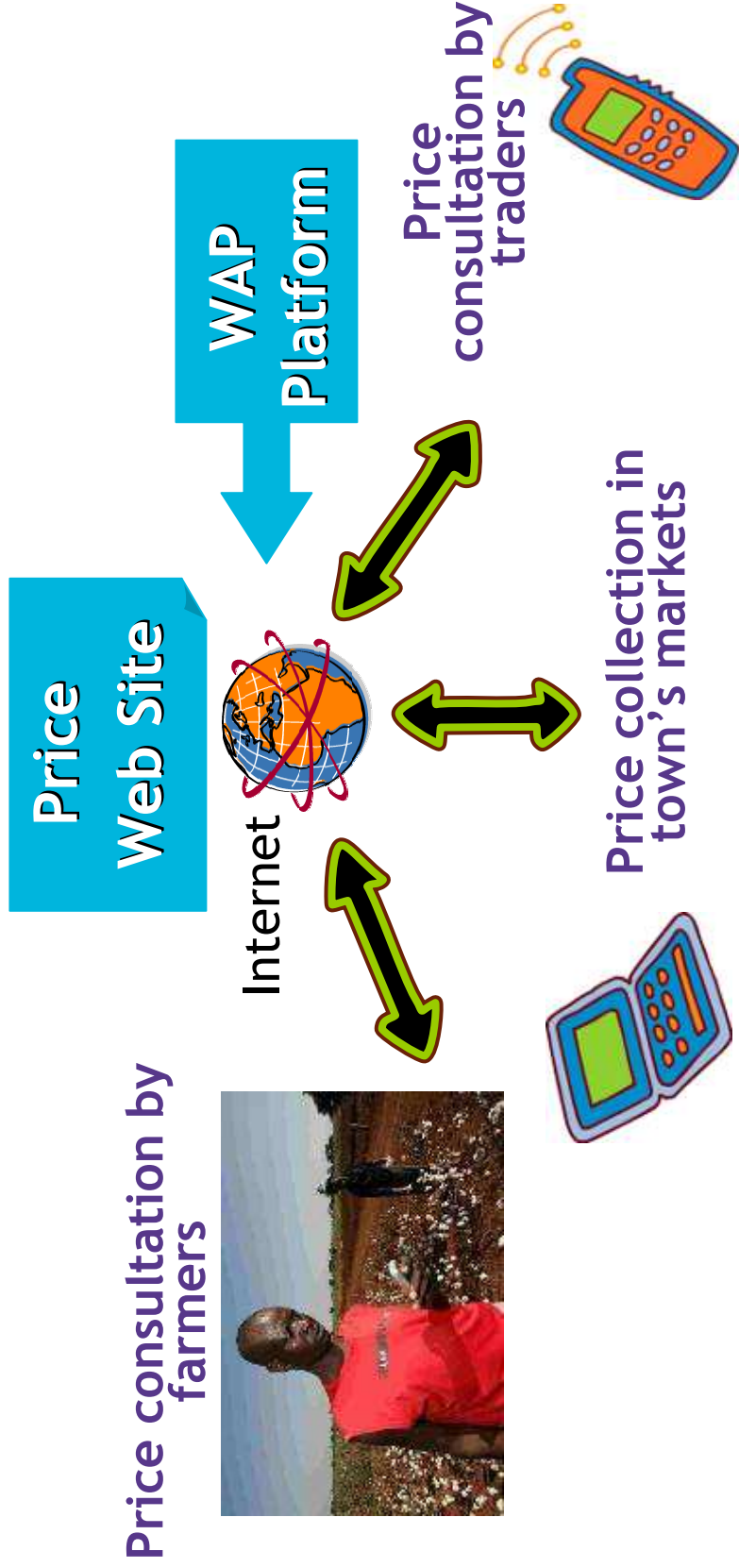
**Inaugurated
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e-trade

A virtual market place



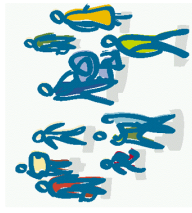
Professional tool to manage Food price on real time



“The cost of the service is quickly paid back by the increase of producers’ margins.”

Alcatel-Lucent Partnership Centers

Incubation of innovative local Value added services



Local Needs



Tunis 2003

Cairo 2005

Other centers to come

Local inventors

Telcos & Service Providers

Incubator, catalyst....



... locally-tailored solutions

www.alcatel-lucent.com

For more information please consult our dedicated page

<http://www.alcatel-lucent.com/digitalbridge>

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