

Towards a Sustainable Digital Economy

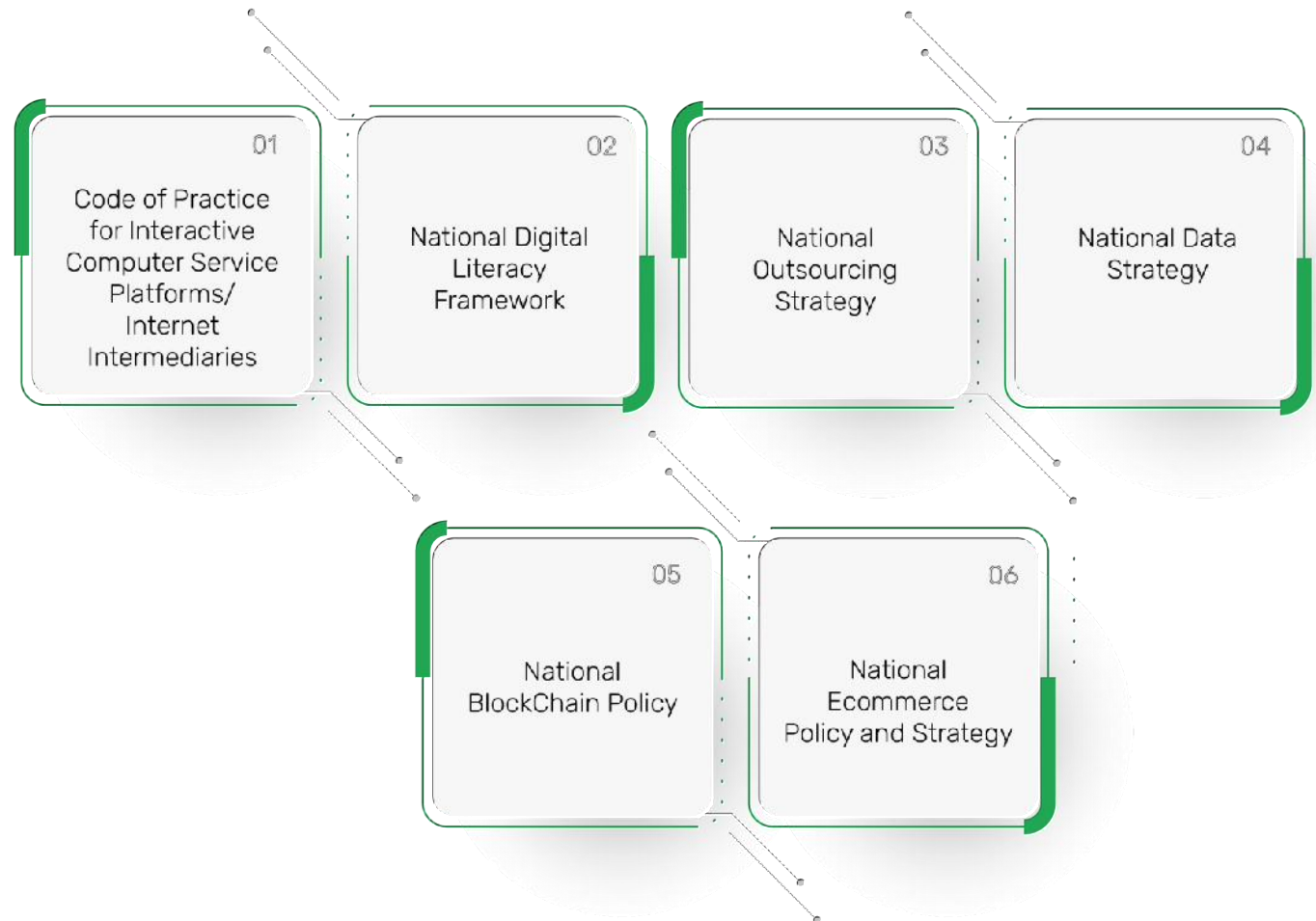
NITDA's Recent Developmental
Regulations And Initiatives

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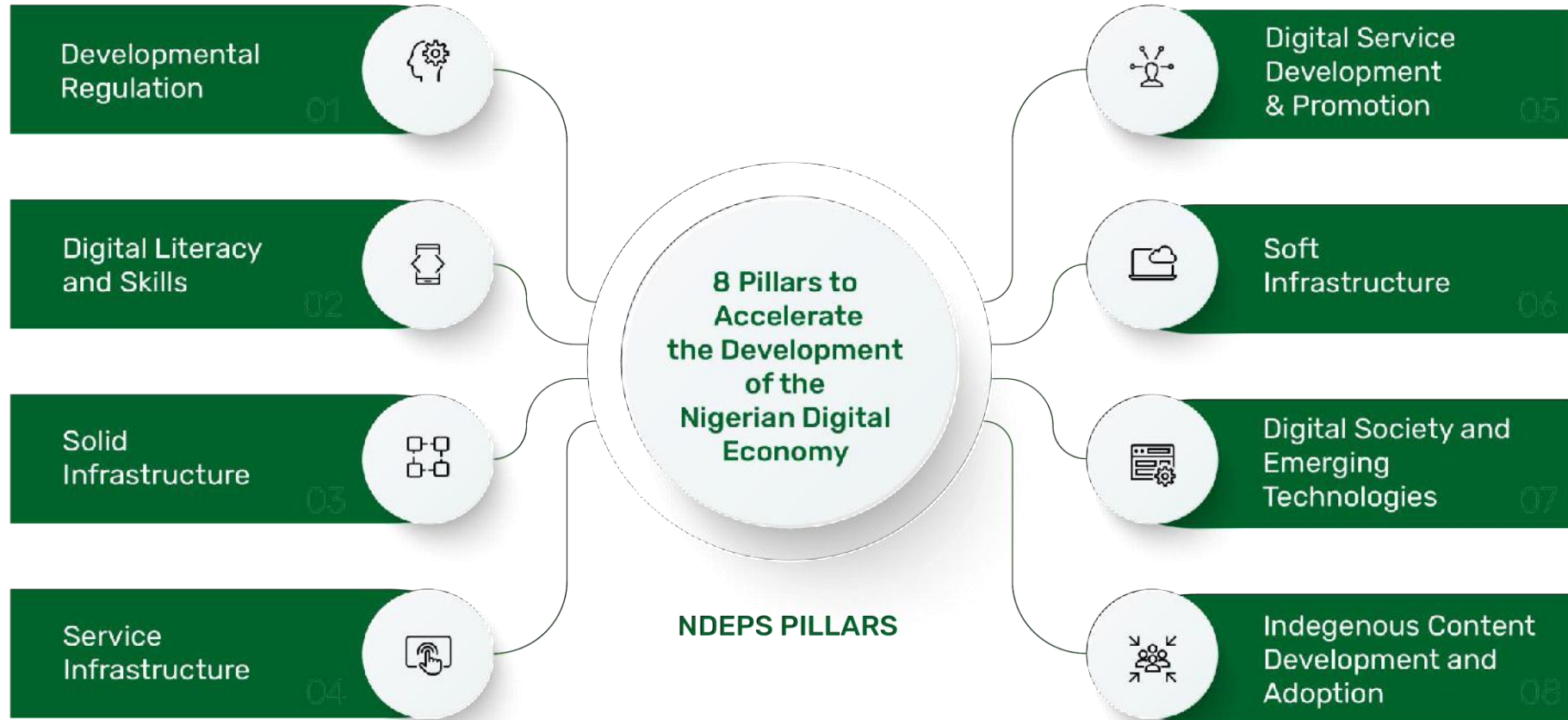
REGULATIONS

Regulations in Focus



NATIONAL DIGITAL ECONOMY POLICY AND STRATEGY: (NDEPS)

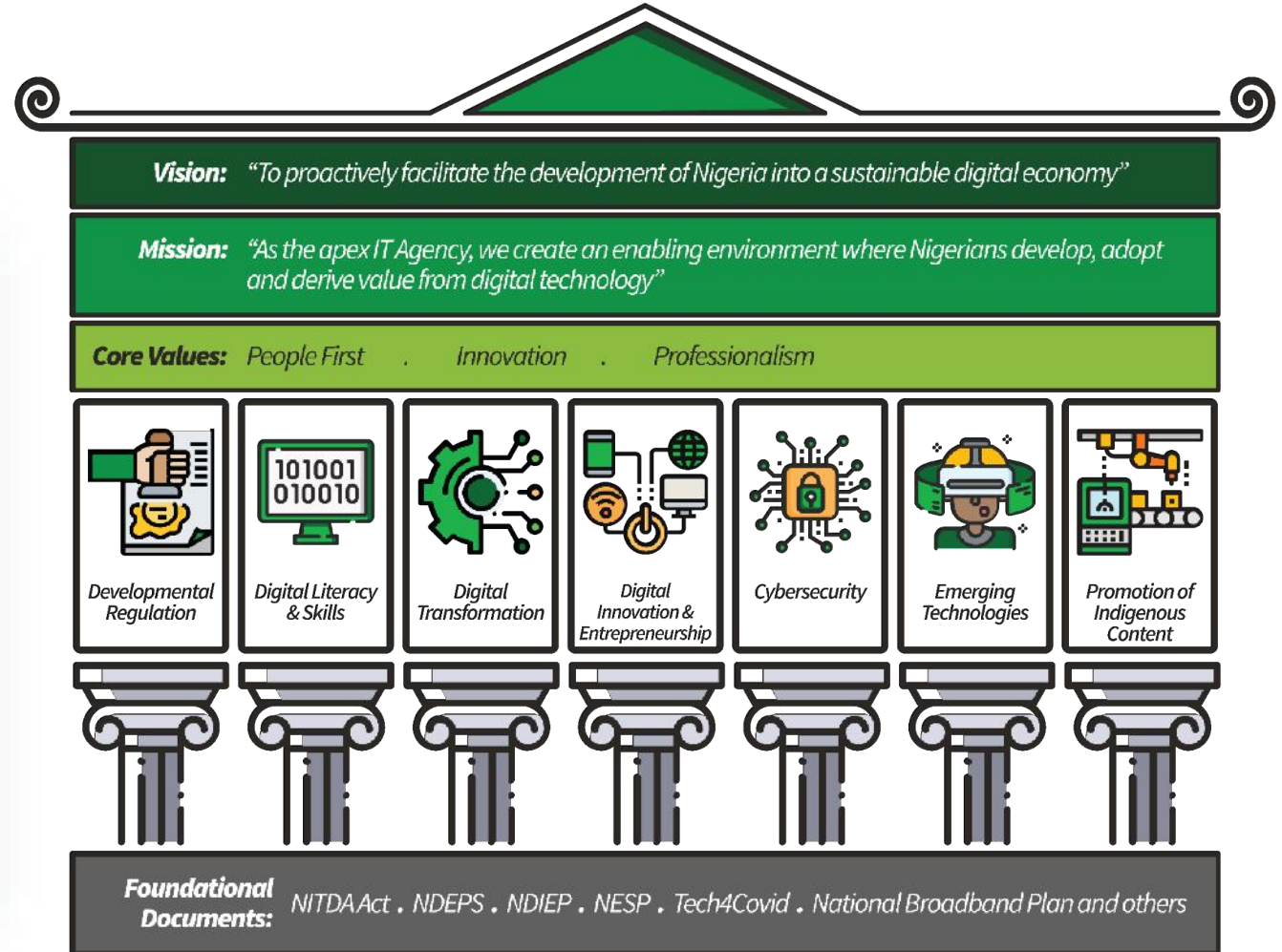
THE GUIDING DOCUMENT



NITDA SRAP

2021-2024

In line with NDEPS, NITDA is facilitating the development of the digital economy through 7 distinct pillars.



NITDA SRAP
2021-2024

DEVELOPMENTAL REGULATION

1st strategic pillar of NITDA SRAP to
strengthen Nigeria's Digital
Ecosystem















A top-down view of a person's hands typing on a laptop keyboard. A semi-transparent search bar with the word "Search" and a magnifying glass icon is overlaid on the keyboard. The entire image has a green tint.

CODE OF PRACTICE FOR INTERACTIVE COMPUTER SERVICE PLATFORMS/ INTERNET INTERMEDIARIES



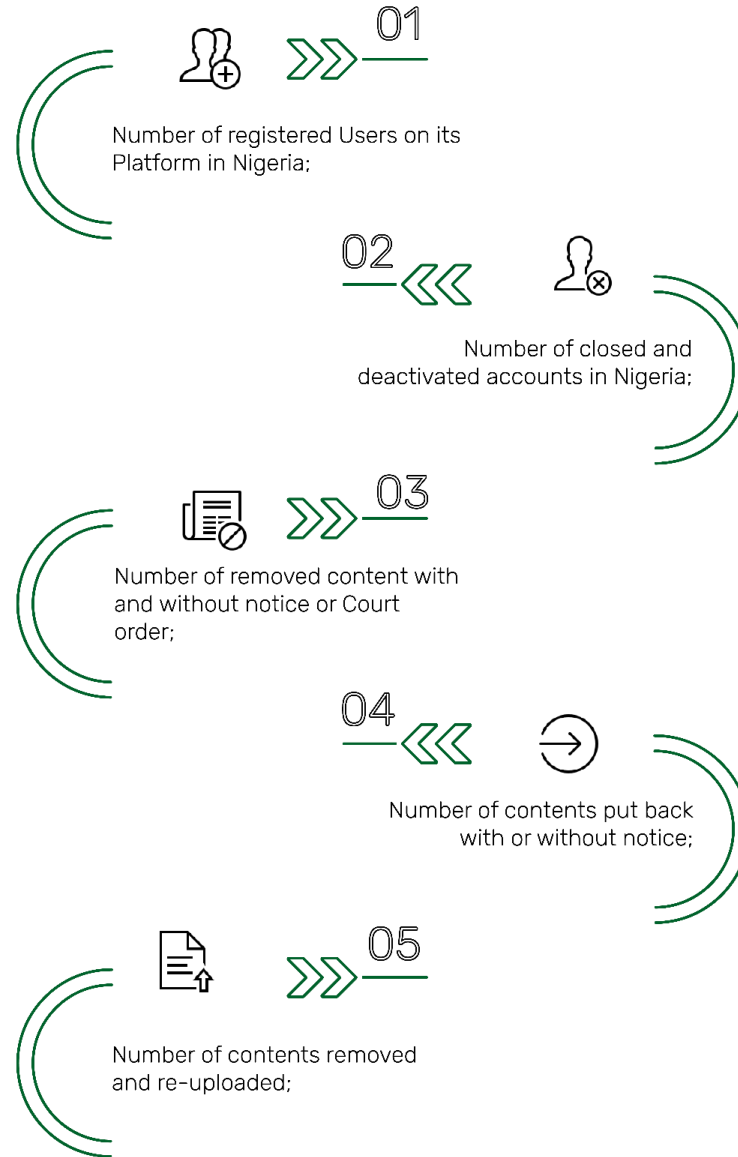
Responsibilities Of Interactive Computer Service Platforms /Internet Intermediaries (ICSPs/IIs)

-  01
Abide by the laws of Nigeria.
-  02
Act expeditiously upon receiving an order from a Court of Record.
-  03
Takedown unlawful content within 48 hours of receiving a notice.
-  04
Platforms are free from liability when they remove illegal information based on a substantiated notice.
-  05
Be proactive in dealing with unlawful contents.
-  06
Provide a dedicated mechanism for resolving government and user complaints.
-  07
Notify the affected User of the reason the content was removed or disabled.
-  08
Publish rules for access and usages of its Platform which should be easily accessible.
-  09
Preserve disabled or removed content, and any related record as required by law.
-  10
Make provision for a User to apply for a review, appeal, or put-back of a content that removed erroneously.
-  11
Reduce the impact of potentially hazardous content (stuff that is not illegal but may be detrimental).
-  12
Inform users whenever there is a change or update in rules.



All ICSPs/IIs are required to:

File an annual compliance report with NITDA that indicates the





Large Service Platforms (Platforms with One Million Registered Users and Above)



Large Service Platforms; All Large Service Platforms (LSPs) shall:

1. Be incorporated in Nigeria.
2. Have a physical contact address in Nigeria, details of which shall be available on their website or Platform.
3. Appoint a Liaison Officer.
4. Provide the necessary human supervision to review and improve the use of automated tools.
5. Furnish a User with the information on why they get specific advertisements on their timelines.
6. NITDA may require a Platform whose registered Users are less than one million (1,000,000) to comply with the obligations of a Large Service Platform where necessary.



Prohibition; Prohibited Materials:

1. A Platform shall not continue to keep prohibited materials upon receiving a notice.
2. Prohibited material means content or information that a Court of record declared to be against Nigerian laws such as:
 - The Constitution of the Federal Republic of Nigeria 1999;
 - Nigerian Communications Act;
 - National Broadcasting Commission Act;
 - Nigeria Broadcasting Code;
 - Cybercrimes (Prohibition, Prevention, etc.) 2015; etc.



The background of the slide features a central image of a person's hands holding a smartphone. Surrounding the phone are several floating social media icons, including a heart, a play button, a bird (Twitter), and a camera (Instagram). The scene is decorated with numerous small, white, four-pointed starburst sparkles. The entire composition is set against a dark green background.

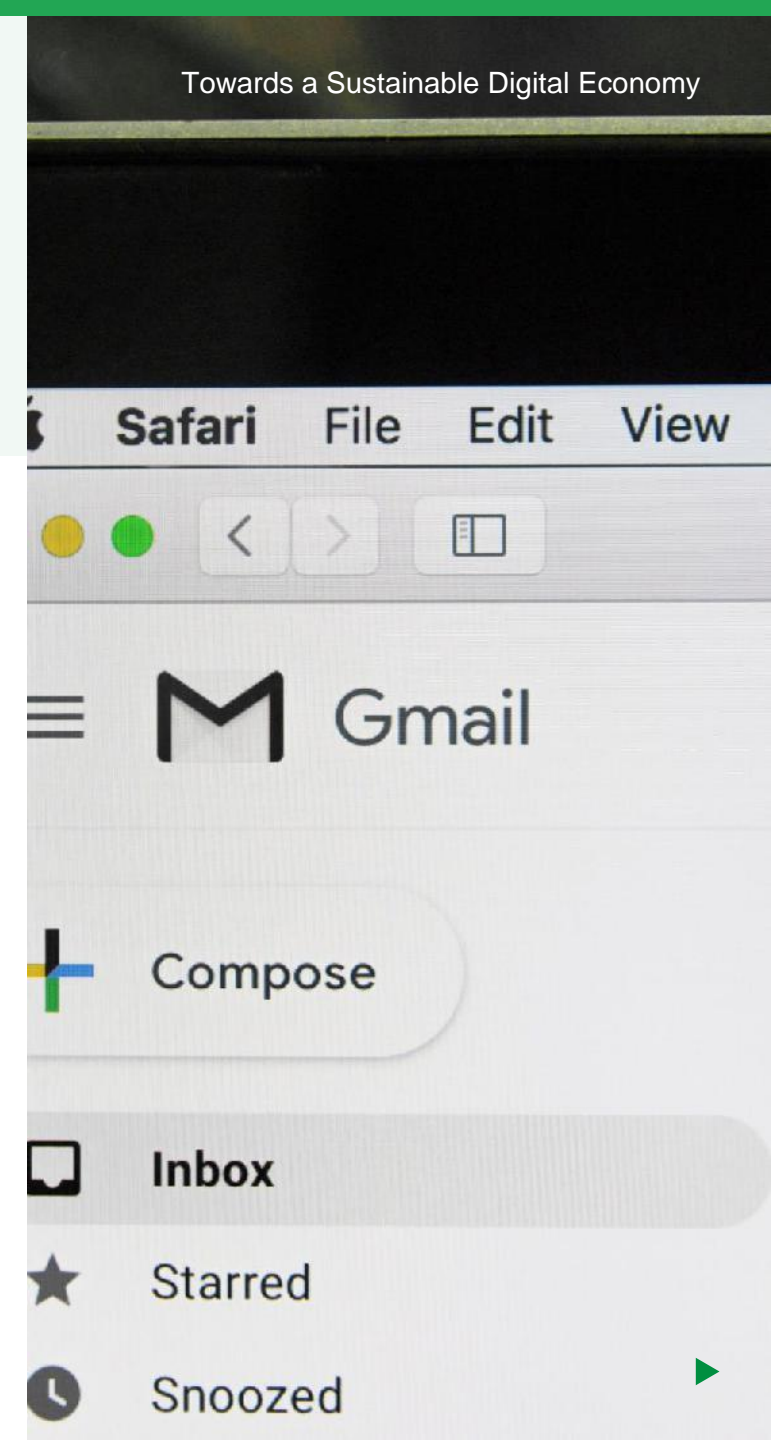
Measures on Disinformation and Misinformation

Disinformation and Misinformation:

1. Acquaint themselves with indigenous and contextual manifestations causing disinformation and/or misinformation.
 2. Collaborate and invest in research.
 3. Provide effective responses.
 4. Provide researchers and Stakeholders access to the necessary data (excluding propriety data)
 5. Independently organize and conduct media literacy program.
 6. Collectively collaborate with Stakeholders to organize and conduct a collective annual media literacy program.
-

Where Applicable, All ICSPs/IIs shall:

1. Provide Users with easily accessible tools to report disinformation and/or misinformation.
2. Engage the services of certified fact-checkers to provide correct or factual account of events from national and international authoritative sources.
3. As soon as reasonably practicable, take down false information that is likely to cause violence where such information is reported and confirmed to be false.
4. Take reasonable steps to ensure that disabled or removed content are not found in search, feeds, or other distribution channels.
5. Put in place measures to address and close accounts and sources that amplify disinformation and misinformation.



National Digital Literacy Framework



NDLF Implementation Guide, Introduction:

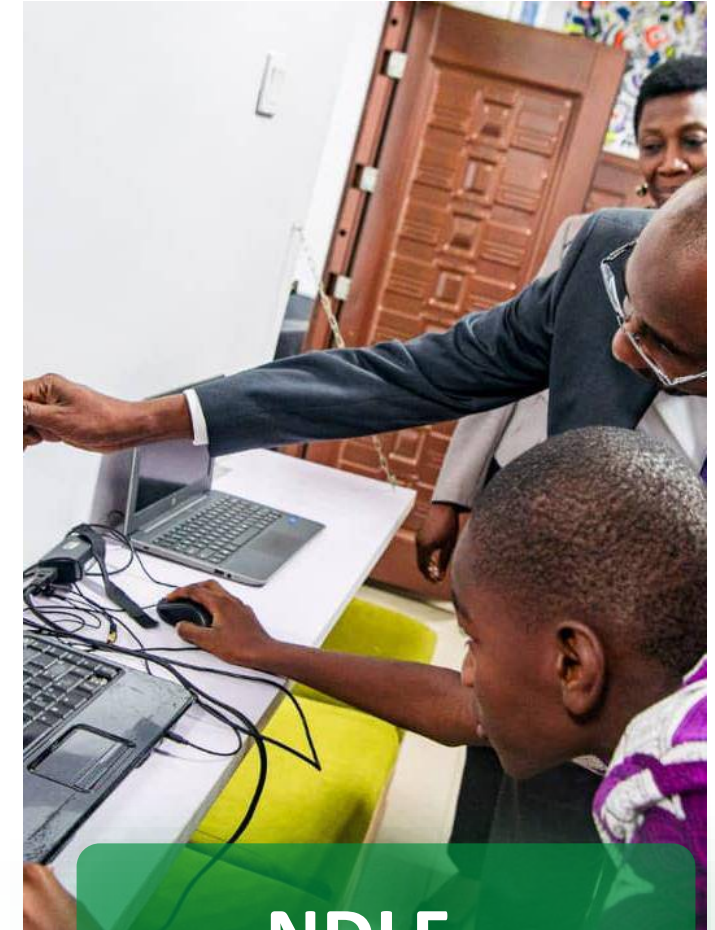
01

The National Digital Literacy Framework (NDLF) has been developed to support government and non-government players that have the mandate of

- i. framing digital literacy policies, monitoring and supporting their implementation,
- ii. sensitizing, educating, training, or upskilling of Nigerian citizens in response to the digital transformation in the labour market.

02

This implementation plan offers specific guidelines and tips on the use of NDLF for the above purposes.

**NDLF**

Need for the Framework:



1

Standardization and for Reference Purposes: Nigeria lacks a national framework that can serve as a guide and reference for stakeholders on what is digital literacy and what it constitutes.

2

Curriculum Review: Nigerian school graduates and workers lack digital literacy needed in today's labor market. There is a need to update the curricula of schools and training programs for workers to include digital literacy.

3

Creation of Local Industry: The framework can help to create a rich and vibrant local industry of digital training service providers, content creators and publishers, marketers, assessment and certification bodies.

NDLF

Overview of NDLF:



This National Digital Literacy Framework (NDLF) is an adoption of the European Commission’s Digital Competence Framework for Citizens with incorporation of required elements of Mobile Information Literacy (MIL), which are critical to Nigeria and Africa.



Vision

For all Nigerian Citizens to have digital skills equal to or exceeding the demands of their daily transactions and occupations in a Digital Nigeria; a nation that creates, uses and supplies advanced digital technologies and content to improve productivity across all sectors.

National Targets

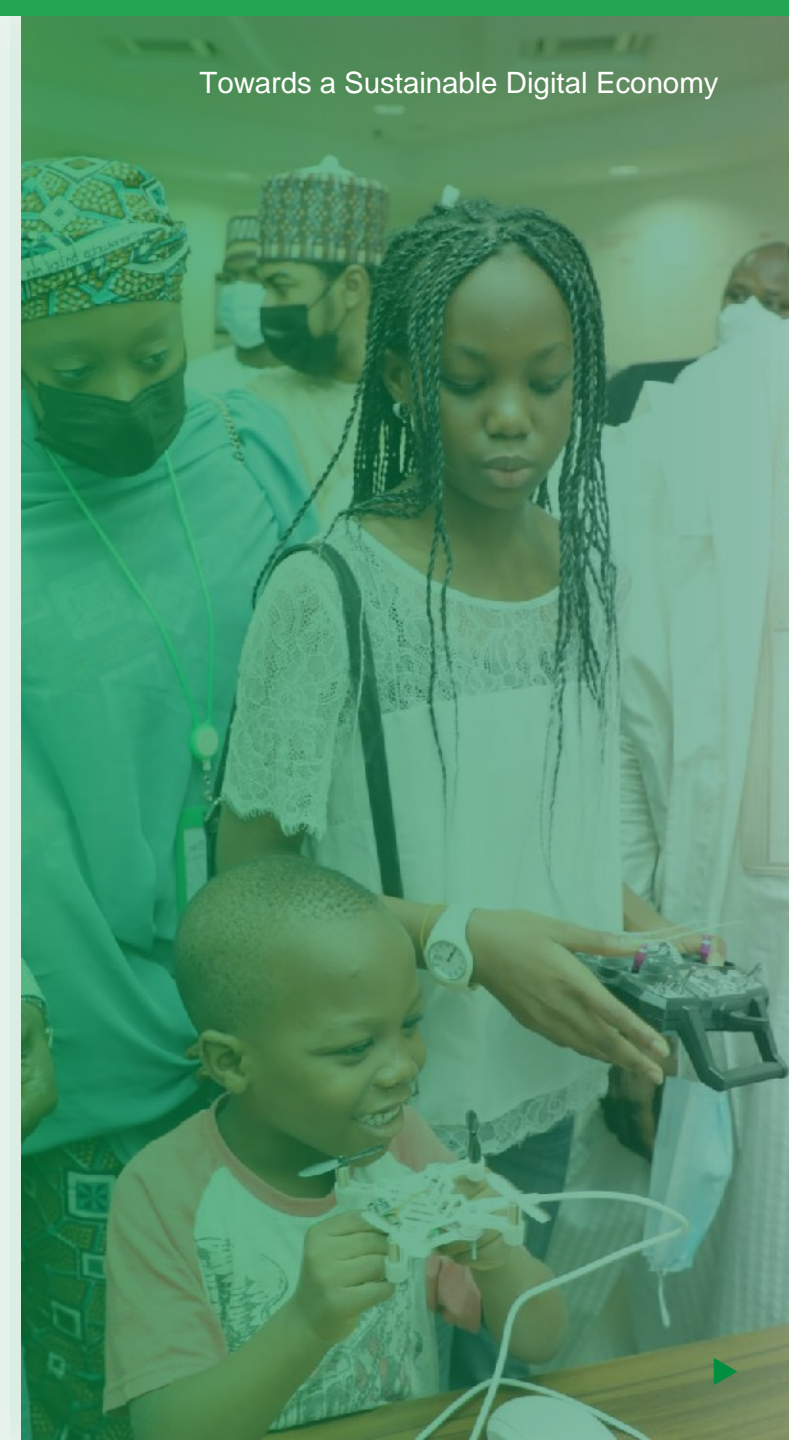
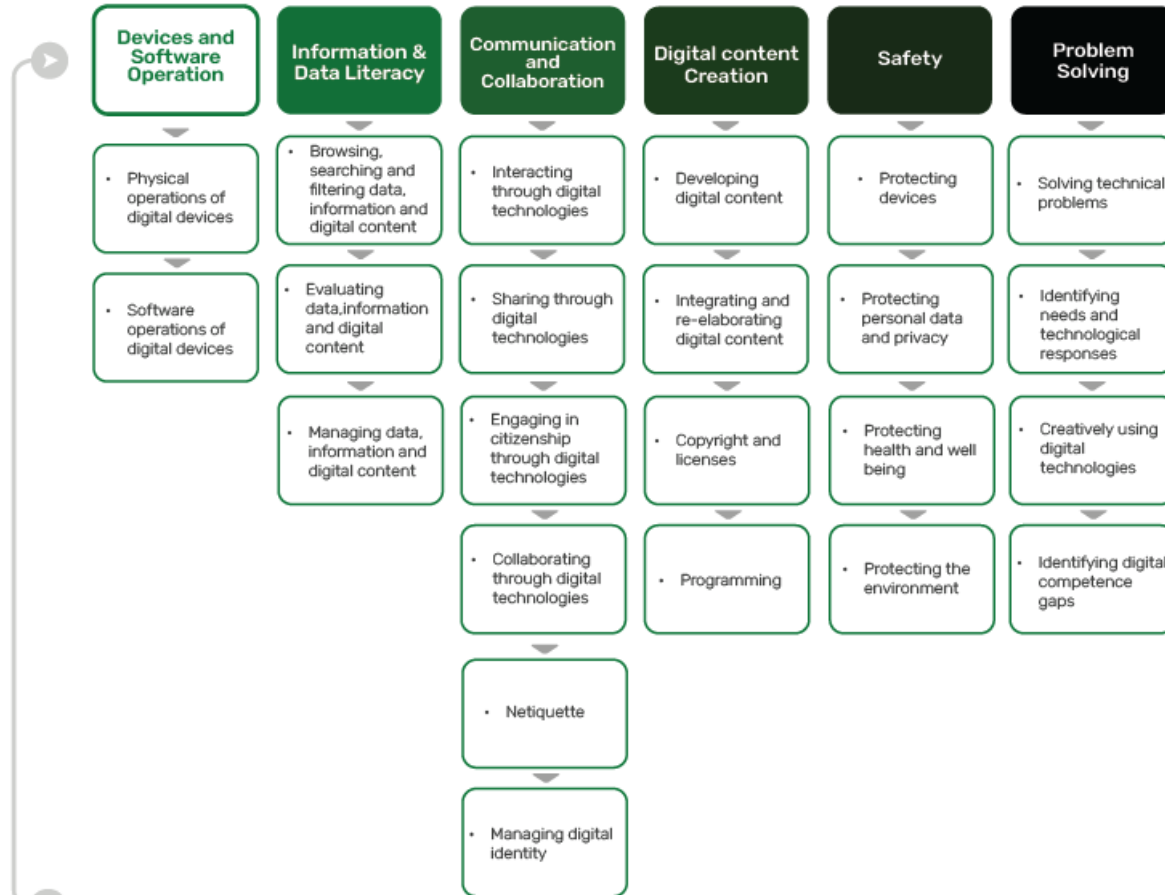
- **60%** Digital Literacy for Youths and Adults in Nigeria by 2025 (NNBP 2020 - 2025)
- **95%** Digital Literacy levels across States and Local Governments by 2030 (NDEPS 2020 - 2030)

NDLF Overview of NDLF (Contd)

NDLF defines digital literacy as the ability to access, manage, understand, integrate, communicate, evaluate and create information safely and appropriately through digital technologies for employment, decent jobs and entrepreneurship. It has 6 competence areas and 23 competencies.

6
Competence Areas

23
Competences



Target Beneficiaries and Stakeholders Map

Target Beneficiaries	Students and teachers in formal and non-formal education institutions	Public and private sector workers at federal, state and local levels	Unemployed, entrepreneurs and vulnerable citizens
<p>Key Stakeholders and Roles</p>	<p>Stakeholders: Federal & States' Ministries of Education Role: Declare policy support for digital literacy to be offered as a core subject in all educational institutions.</p> <p>Stakeholders: NERDC, NUC, NBTE, NCCE, TRCN, NMEC, NCNE, NINLAN, NOUN Role: Develop digital literacy curricula and modules for the different levels of education.</p> <p>Stakeholders: UBEC, TETFUND, NTI, ITF Role: Intervention on infrastructure, tools, equipment, training etc.</p> <p>Stakeholders: NECO, WAEC, JAMB, NABTEB, NBAIS Role: Inclusion of digital literacy as a subject in national examinations</p>	<p>Stakeholders: – OHCSF and of the 36 States, ALGON, Organized Private Sector (MAN, NECA, NASSI, NASSIMA, NASME) Role: Declare policy support for digital literacy to be required for recruitment & promotion of Nigerian workers.</p> <p>Stakeholders: PSIN, e-GTC, CMD, ASCON Role: Develop digital literacy curricula, modules, and programs for the different work cadres.</p> <p>Stakeholders: NCC, NITDA, GBB, CBN, ITF Role: Intervention on infrastructure, tools, equipment, training etc.</p> <p>Stakeholders: NITDA, NCS, CPN, ITAN, NIICTE, NIG, ISPAN, Private Tech Firms Role: Development of national digital literacy assessment and certification platform</p>	<p>Stakeholders: – FMLE, NDE, FMYSO, FMHDS, SMEDAN Role: Recognize digital literacy as a life skill and include it as an element of job readiness, entrepreneurship & social intervention programs e.g., NYSC, SIWES, N-Power, ASP, GEEP</p> <p>Stakeholders: – FMC&DE, FMIC, FMITI, NOA, BON, Women in Tech Groups, Women Empowerment Groups, Joint National Association of Persons with Disability Role: Awareness creation and sensitization on significance of digital literacy and how citizens can develop startups, get funding, and participate in the digital economy</p>
<p>National and International Development Partners: World Bank, AfDB, EU, UNICEF, GIZ, JICA, Dangote Foundation, BUA Group etc. Roles: Intervention on infrastructure, tools, equipment, training, policy formulation, expert advisory and consultancy services etc.</p>			



NDLF Implementation Guide

NDLF Competence Areas	NDLF Competencies	Proficiency Levels			
		Foundation	Intermediate	Advanced	Specialized
(1) Devices and Software Operation	Physical operation of digital devices				
	Software operation of digital devices				
	Browsing, searching, and filtering data				
(2) Information and Data Literacy	Evaluating data, information, and digital content				
	Managing data, information, and digital content				
	Interacting through digital technologies				
	Sharing through digital technologies				
(3) Communication and Collaboration	Engaging in citizenship through digital technologies				
	Collaborating through digital technologies				
	Netiquette				
	Managing digital identity				
	Developing digital content				
(4) Digital Content Creation	Integrating and re-elaborating digital content				
	Copyright and licenses				
	Programming				
	Protecting devices				
(5) Safety	Protecting personal data and privacy				
	Protecting health and well being				
	Protecting the environment				
	Solving technical problems				
(6) Problem Solving	Identifying needs and technical responses				
	Creatively using digital technologies				
	Identifying digital competence gaps				

	Primary School Students, Low Skill Workers		Tertiary Students, Teachers, High Skill Workers
	Secondary School Students, Medium Skill Workers		Tertiary Students and Workers in ICT Cadres

Students include both those in school and out-of-school youths
 Workers include the employed, unemployed adults, and entrepreneurs



NDLF Implementation Guide Cont'd

	Description of the Four Proficiency Levels							
	Foundation		Intermediate		Advanced		Highly Specialized	
Domains	1	2	3	4	5	6	7	8
Complexity of Task	Simple task	Simple task	Well-defined and routine tasks, & straightforward problems	Tasks and well defined & non-routine problems	Different tasks & problems	Most appropriate tasks	Resolve complex problems with limited solutions	Resolve complex problems with many interacting factors
Autonomy	With guidance	Autonomy and with guidance when needed	On my own	Independent and according to my needs	Guiding others	Able to adapt to others in a complex context	Integrate to contribute to the professional practice and to guide others	Propose new ideas and processes to the field
Cognitive Domain	Remembering	Remembering	Understanding	Understanding	Applying	Evaluating	Creating	Creating

Reference Documents

1. DigComp 2.2 – The Digital Competence Framework for Citizens (<https://publications.jrc.ec.europa.eu/repository/handle/JRC128415>)
2. DigComp at Work - The EU's digital competence framework in action on the labour market: a selection of case studies (<https://publications.jrc.ec.europa.eu/repository/handle/JRC120376>)
3. DigComp at Work – Implementation Guide (<https://publications.jrc.ec.europa.eu/repository/handle/JRC120645>)

NDLF Implementation Guide Cont'd

	Number per Year	Cumulative	National Targets
December 2023	1,000,000	1,000,000	
December 2024	5,000,000	6,000,000	
December 2025	10,000,000	16,000,000	42,000,000 (NNBP Target)
December 2026	10,000,000	26,000,000	
December 2027	10,000,000	36,000,000	
December 2028	10,000,000	46,000,000	
December 2029	12,000,000	58,000,000	
December 2030	12,000,000	70,000,000	70,000,000 (NDEPS Target)

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National Outsourcing Strategy

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The National Outsourcing Strategy

1. The National Outsourcing Strategy seeks to position Nigeria as a global hub for IT-enabled services, including software development, data analytics, customer support, and digital marketing.
2. By capitalizing on Nigeria's abundant talent pool and vibrant innovation ecosystem, this strategy aims to create sustainable job opportunities, enhance export revenues, and promote Nigeria's reputation as a technology-driven nation.

Overview of Nigeria's ITES BPO Industry



Global Outsourcing Industry **\$350 billion 2023**



Growth rate of **6.48% 2023-2027**



Nigeria has **0.5% of BPO FDI**



Nigerian Market Size **\$286.8 million**



16,540 Persons employed in Nigeria




4 million people in India



ITES BPO industry in Nigeria can significantly contribute to:

- Economic growth,
- Job creation,
- Foreign exchange earnings
- Skill development
- Technological advancement
- Socio-economic empowerment

The Nigerian Advantage

- 
- ✓ Highest GDP in Africa (\$504 Billion)
 - ✓ Highest Population Of 213 million in Africa
 - ✓ Favorable Time Zone (GMT +1)
 - ✓ \$1.2 Billion Venture Capital In 2022
 - ✓ 37 Million English Speakers
 - ✓ Largest Telecoms Market
 - ✓ 89,000 Developers
 - ✓ 53 Million Youths Of 213M in Africa
 - ✓ Nigeria-Siemens Partnership On Power
 - ✓ 3,360 Startups
 - ✓ Transport Infrastructure Projects Valued at \$48.3 Billion
 - ✓ Nigeria Startup Act

Types of Outsourcing

1. Business Process Outsourcing (BPO)

- a. Customer Rights Management (CRM) and Call Centres
- b. Content and Document Processing.
- c. Human Resource management
- d. Procurement, logistics and Supply Chain management
- e. Finance and Accounting Services.

2. Information Technology Outsourcing (ITO)

- a. Infrastructure management services
- b. Application implementation and management
- c. Application development and integration
- d. IT consulting
- e. Software R&D

3. Knowledge Process outsourcing (KPO)

- a. Advanced Financial and Insurance services
- b. Legal Services
- c. Specialised Research
- d. Market Intelligence
- e. Business and Consulting analytics

Increasing Relative Value Addition



Challenges of the Nigeria BPO Industry



INFRASTRUCTURE
(OUTSOURCING
HUBS)



TALENT GAP AND
MISMATCH



PERCEPTION AND
BRANDING



LACK OF
INCENTIVES AND
FINANCING



DATA SECURITY
AND
INTELLECTUAL
PROPERTY
PROTECTION



LACK OF
GOVERNMENT
FOCUS

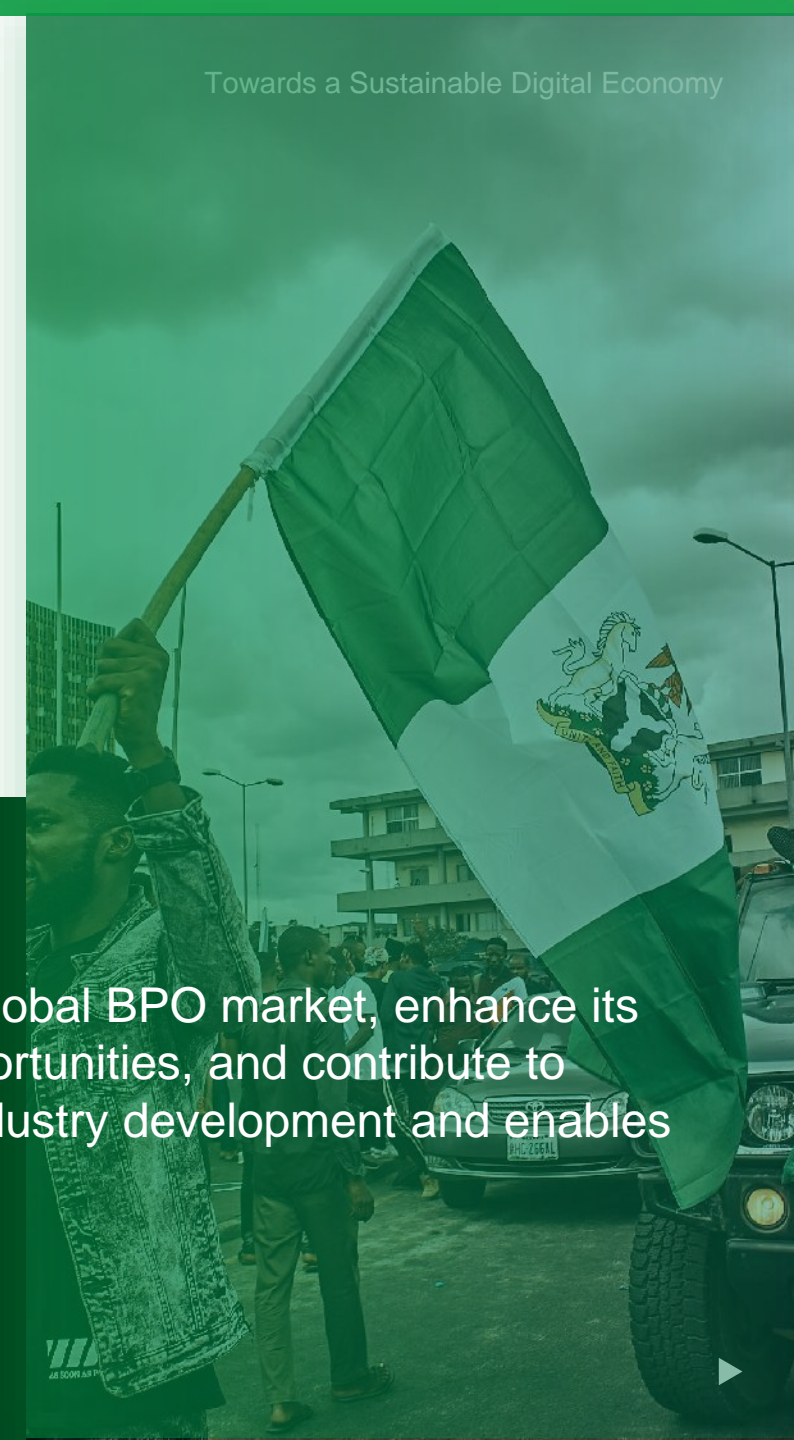


Need for a Strategic Approach

A strategic approach is crucial to boost Nigeria's position in the global BPO (Business Process Outsourcing) market for several reasons:

- Market Differentiation
- Targeted Marketing and Promotion
- Skill Development and Training
- Infrastructure and Technology Investments
- Business Environment Enhancement
- Public-Private Partnerships and Collaboration

By adopting a strategic approach, Nigeria can effectively position itself in the global BPO market, enhance its competitive advantage, attract foreign investments, generate employment opportunities, and contribute to economic growth. A well-defined strategy provides a roadmap for sustained industry development and enables Nigeria to capitalize on the immense potential of the BPO sector.



Nigeria's Needs

- Nigeria needs a strategy to support the 1 million jobs target in the digital economy
- Outsourcing can provide a key area of growth for the jobs










Strategic Framework

 **Vision** To make Nigeria become a prime global outsourcing destination

 **Mission** We build and promote Nigeria for the global outsourcing industry

 **Goal** To make Nigeria outsourcing sector a major contributor to Nigeria's economy

						
Enabling Environment	Human Capital Development	Trust, Privacy, and Security	Infrastructure	Branding and Promotion	Innovation and Entrepreneurship	Finance and Incentives



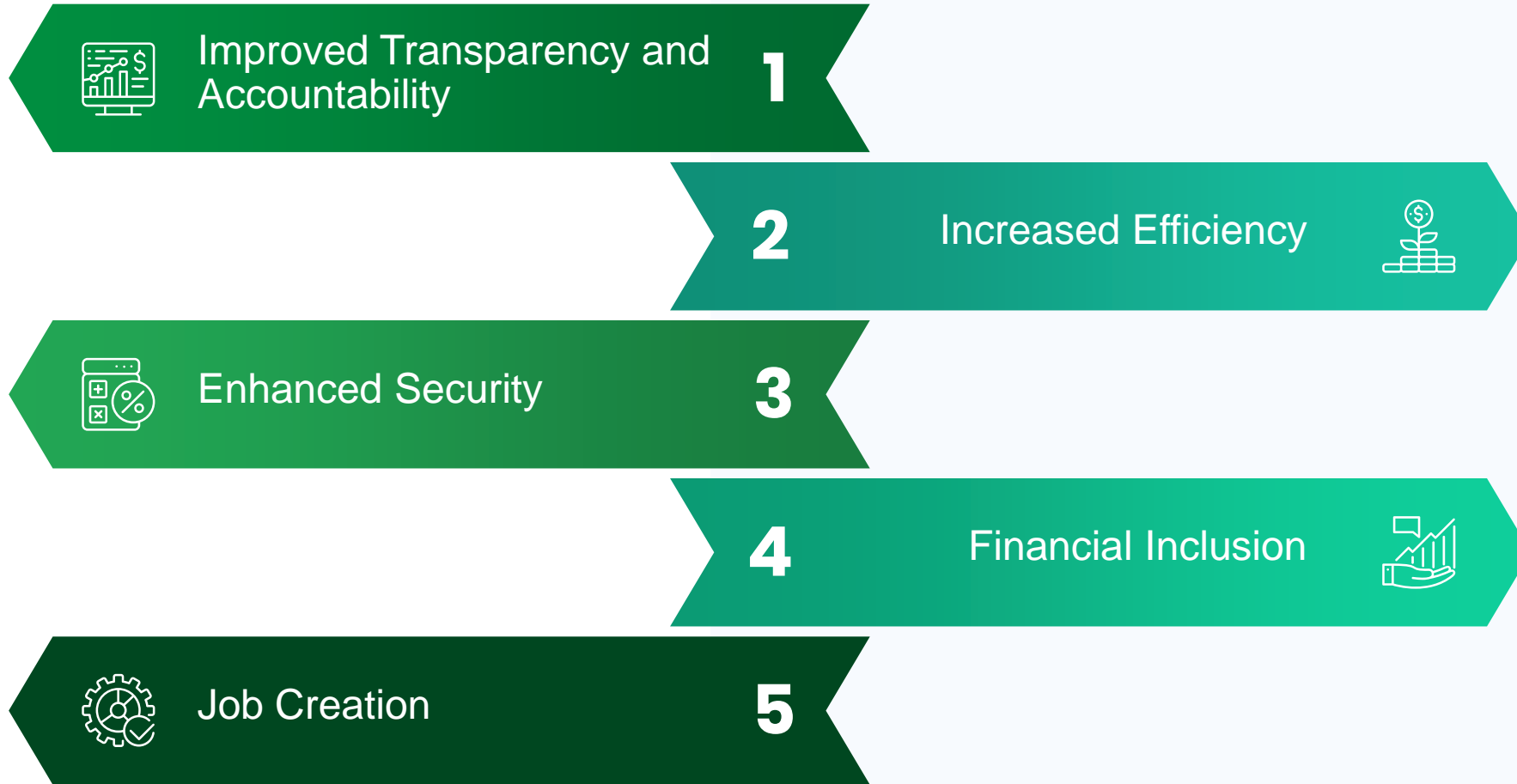
National Blockchain Policy



Blockchain Policy Focus Area



Strategic Framework



National eCommerce Policy & Strategy



Why e-Commerce Policy and Strategy?

1. A critical driver of the digital economy;
2. Position Nigeria for the post covid-19 pandemic realities and preparation for the future of digital trade;
3. Give direction to solving the challenges and optimally harnessing the potential opportunities e-commerce presents within Nigeria, at the continent and global stages;
4. Enable competition and open up the e-commerce space for potential new entrants and platform operators; and
5. To drive massive job creation.



e-Commerce Situation Analysis

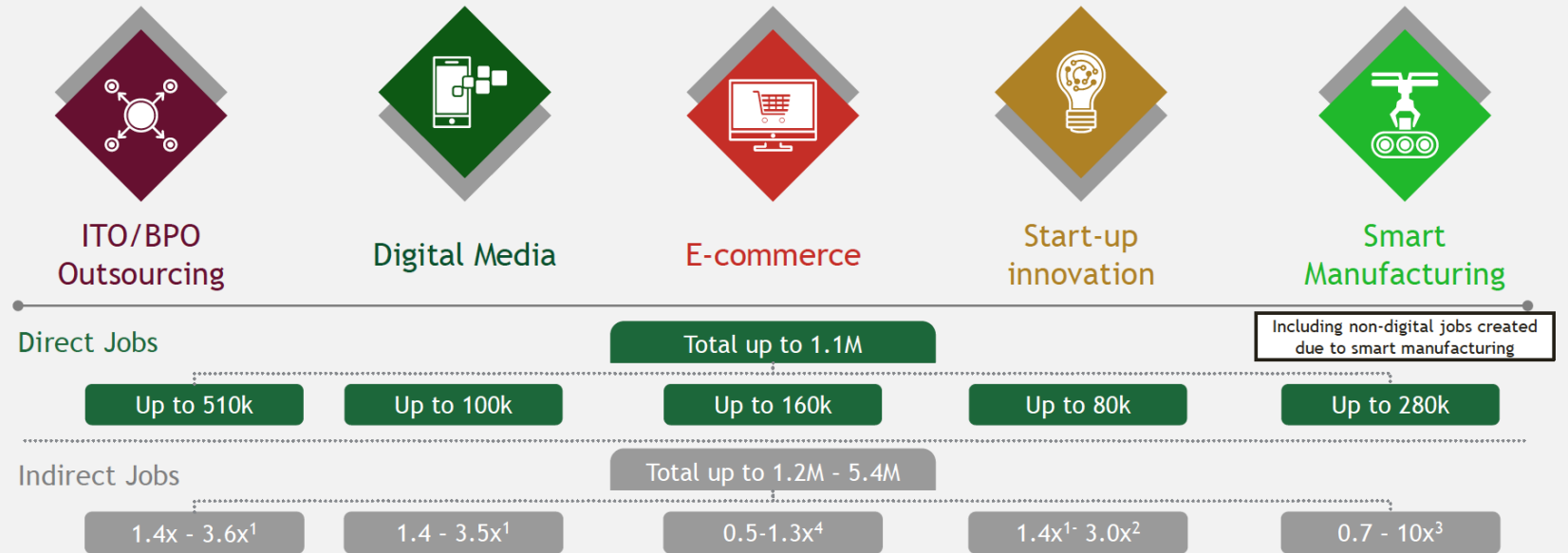
1. **Rapid Growth:** E-commerce activities are growing rapidly, which is linked to vast improvements in mobile technologies and services and unprecedented growth of the digital economy.
2. **Sales & Estimation:** e-Commerce market sales in 2021 were estimated at \$12 billion and are projected to reach \$75 billion in revenues per annum by 2025 (International Trade Administration).
3. **Projected Revenue:** The projected revenue in the e-Commerce market is to reach \$7.63bn in 2023 with an expected annual growth rate (CAGR 2023-2027) of 11.31% and average revenue per user of \$75.29- (Statista).
4. **E-Commerce Users:** The number of users is expected to reach 143.9 million by 2027 with a user penetration of 45.3% in 2023 which is expected to hit 58.7% by 2027. The market volume is projected to reach \$1,487.0bn with most of the revenue generated in China.
5. **Potential Impact:** It is evident from the statistics that the potential impact of e-commerce on job creation, Foreign Direct Investment, infrastructure development, digital economy growth and entire social and economic activities will be huge.



Projection: Playbook - Digital Job Booster

These archetypes have potential to help States drive job creation - total 2-6m across Nigeria over 5 years

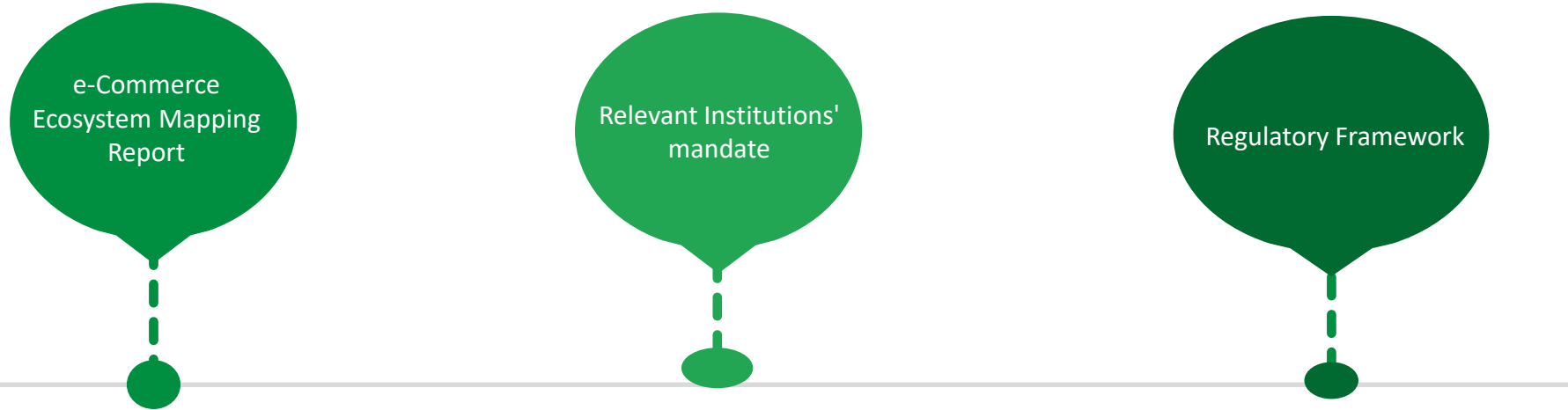
Note: this job creation potential is an optimistic scenario requiring States to take serious, targeted actions as outlined in this playbook



1. Based on World Bank study of ICT jobs 2. Based on Indian experience between 2014 and 2019 3. Based on Smart factory data from Morocco 4. Based on retail trade estimate from the Economic Policy Institute
 Note: Direct jobs create indirect jobs at multiplier between 1.4x - 3.6x
 Source: World Bank, CDC, NASSCOM; WMEP; EPI ; Consultant Experience



Policy Development Context



GIZ-SEDIN programme through the **Nigeria Competitiveness Project (NICOP)** in collaboration with the Federal Ministry of Industry, Trade and Investment.

- Multi-nationals and large firms
- Marketplace platforms
- Fintech
- Logistics

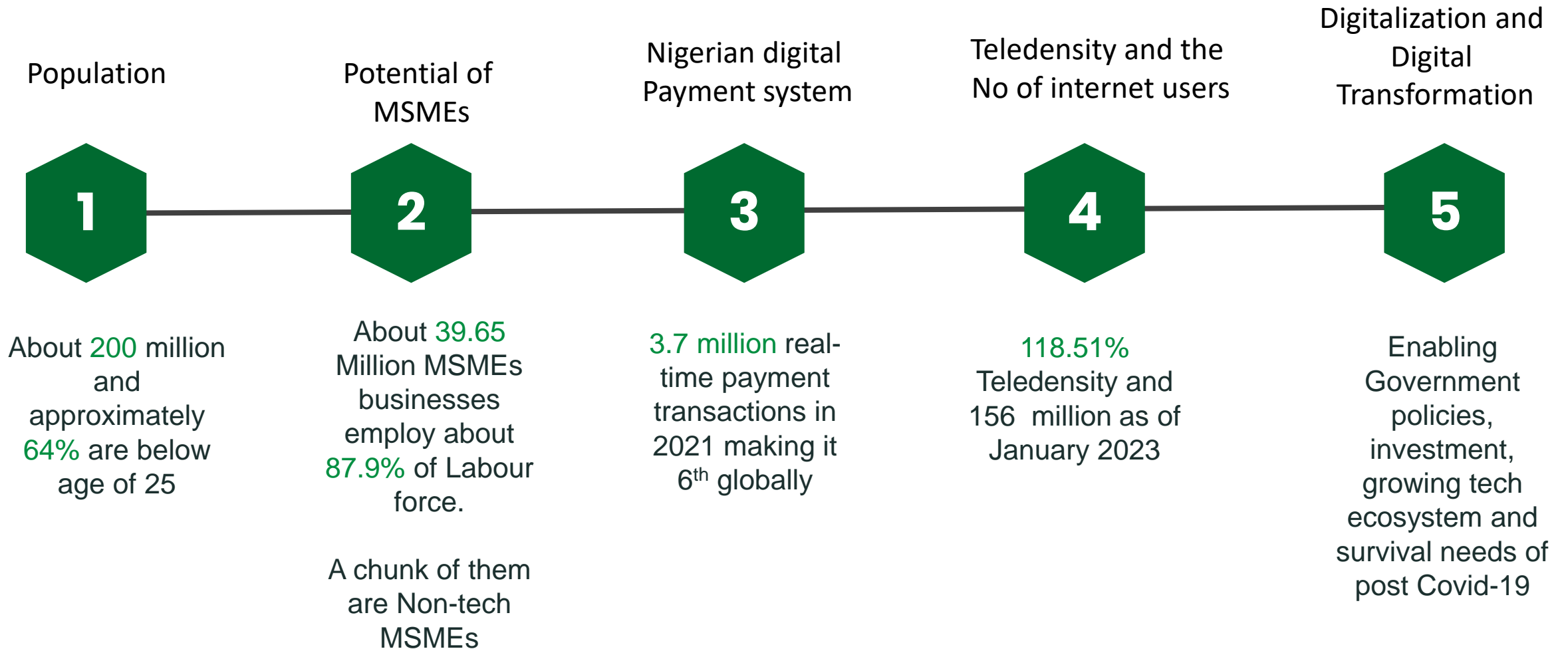
Because of the cross-cutting nature of e-commerce, the governance and regulatory space include several key institutions with interlinked mandates regulating the space

FMITI, FMCDE, NITDA, NCC, FCCPC, CBN, National Assembly, NIPC, NCS, NDPB etc.

A number of related regulatory frameworks are considered.

The Constitutions, NITDA Act, NCC Act, Electronic Transaction Bill 2015, FCCPA, 2019, Cybercrime Act, 2015, CBN Cashless Policy, Evidence Act 2011 etc.

Opportunities



Scope and Applicability

NEPS is applied to the e-commerce stakeholders and ecosystem operating across the e-commerce value chain. The regional government are encouraged to adopt the NEPS for the growth and development of their e-commerce.

- Business-to-Business (B2B) e-commerce
- Business-to-Consumer (B2C) e-commerce
- Consumer-to-Business (C2B) e-commerce
- Government-to-Business (G2B) e-commerce
- Government-to-Consumer (G2C) e-commerce
- Consumer-to-Consumer (C2C) e-commerce



Objectives

- Harmonisation of regulatory frameworks
- Facilitate Business models to increase digital payment in underserved and unserved areas
- Youths and MSMEs Empowerment
- Facilitation and implementation of a dedicated law for data management, protection and privacy
- Effective and efficient digital trade Taxation system
- Accelerate the achievement broadband plan
- Facilitate expansion & efficiency of logistics infrastructure
- A globally competitive e-commerce industry
- Massive adoption of e-commerce in all spheres of life and economic sectors
- Claim a substantial share of African and global e-commerce markets



Principles

NEPS is applied to the e-commerce stakeholders and ecosystem operating across the e-commerce value chain. The regional government are encouraged to adopt the NEPS for the growth and development of their e-commerce.



Focus Area

- 1. Purpose
- 2. Key Issues
- 3. Policy Actions
- 4. Policy Outcome



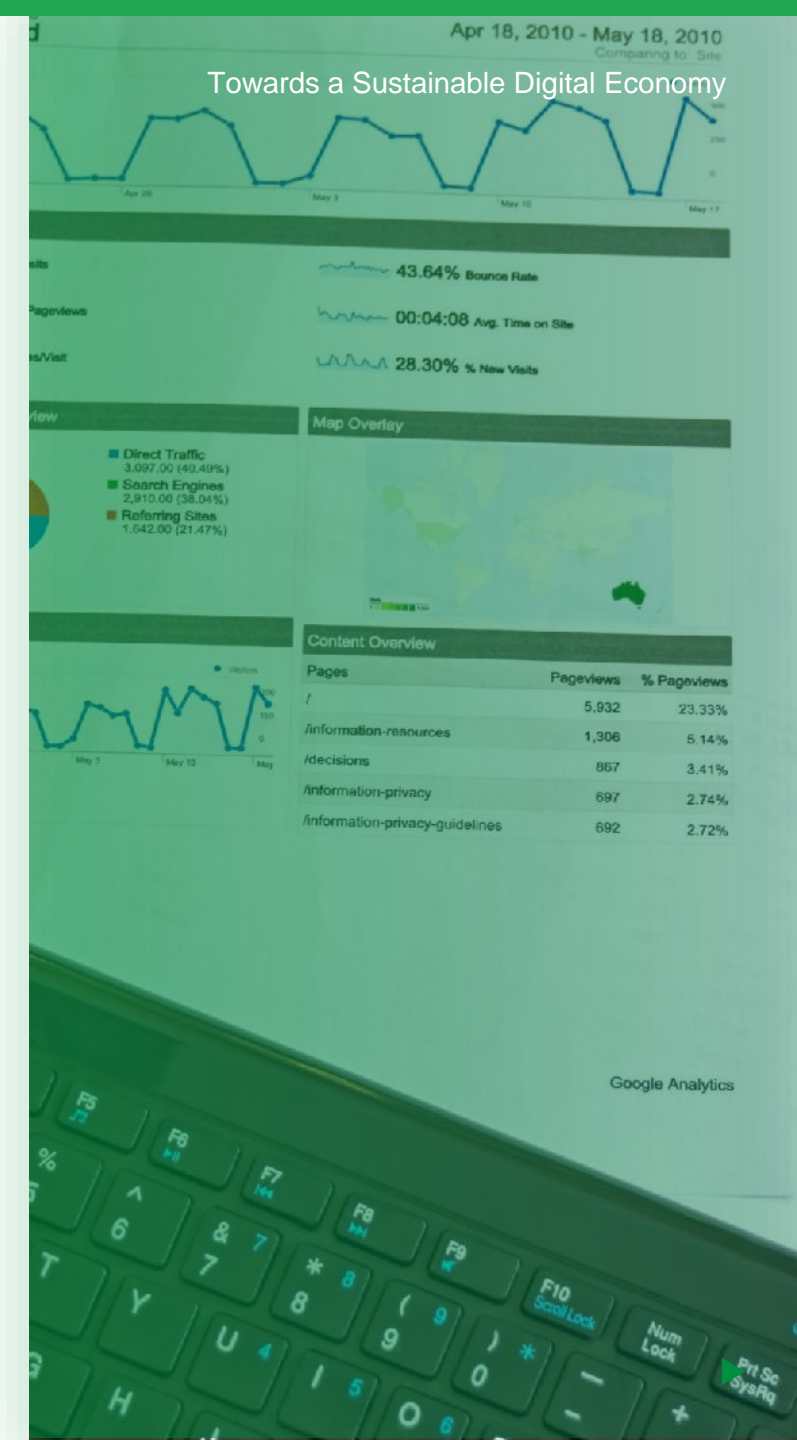
National Data Strategy



What is National Data Strategy?

The NDS is a strategy and a roadmap:

- sets the strategic direction for optimal exploitation of the opportunities the data economy presents in the digital economy;
- Positions data as a major driver of the country's innovations, productivity and performance, new opportunities and digital business models, digital services, job creation, global competitiveness, social development and economic prosperity;
- provides direction on how data will impact and shape the future of Nigeria positively as economic activities shift to the digital space, grow the domestic data market, and significantly contribute to the country's policy formulation and implementation which in turn will lead to economic growth and sustainable development



Why NDS and The Motivation

- The need to recognize data as a critical factor of production complementing labour and physical capital;
- The need to exploit the increase in the influence of data in the global data-driven economic growth model;
- NDS recognizes the need to enable innovative use and reuse of the huge data being generated in the public and private sectors;
- The need to make data a new valuable National resource for economic prosperity
- The need to make data the main driver of the digital economy enabling core digital technologies such as:



Internet of things



Blockchain



Big data analysis



Automation



Fibre optics, 5g



National Data Strategy



Strategic Statement and Value Proposition

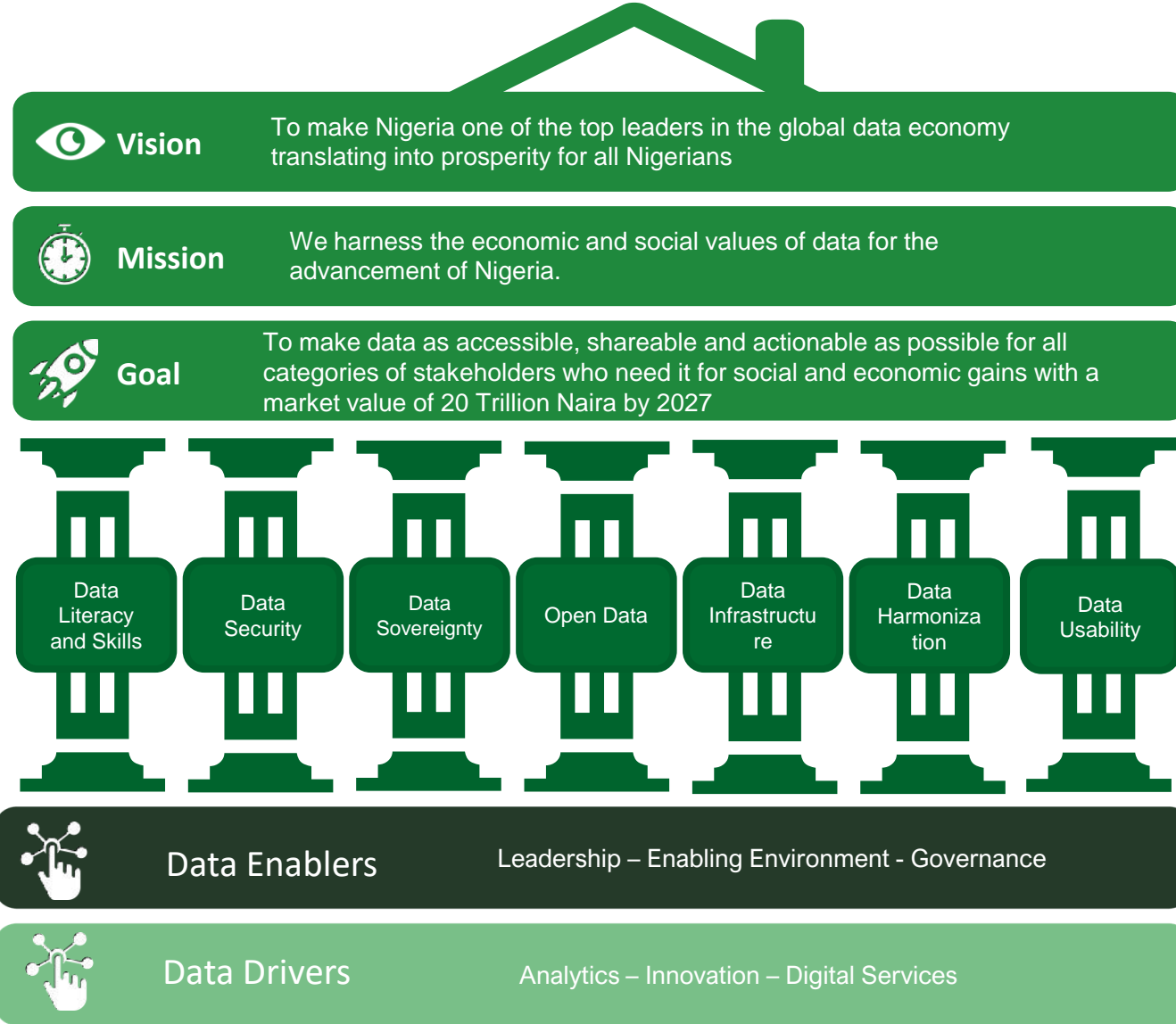
Strategic Statement

- Data, our next valuable national resource.



Value Proposition





NDS Governance

NDS governance to provide adequate leadership and coordination and ensure responsibility and accountability for the successful implementation of the strategy

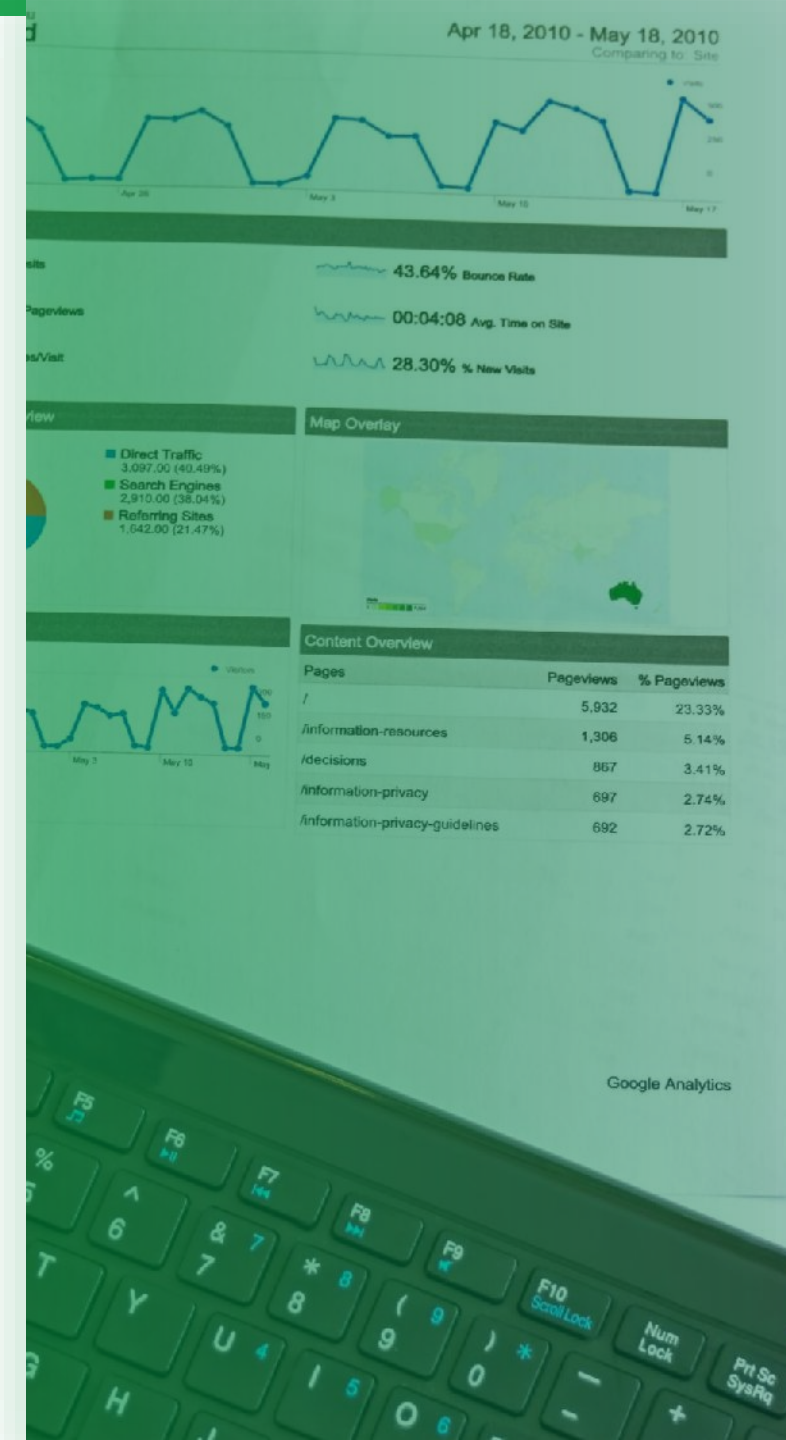
Proposed a federated-sector-specific approach with representatives from:

- Public – Sector’s ministry, regulator, development agency(if any), research institute, judiciary, and public tertiary institutions.
- Private – ICT Umbrella, sector bodies, NGOs, start-up ecosystem, private tertiary institutions

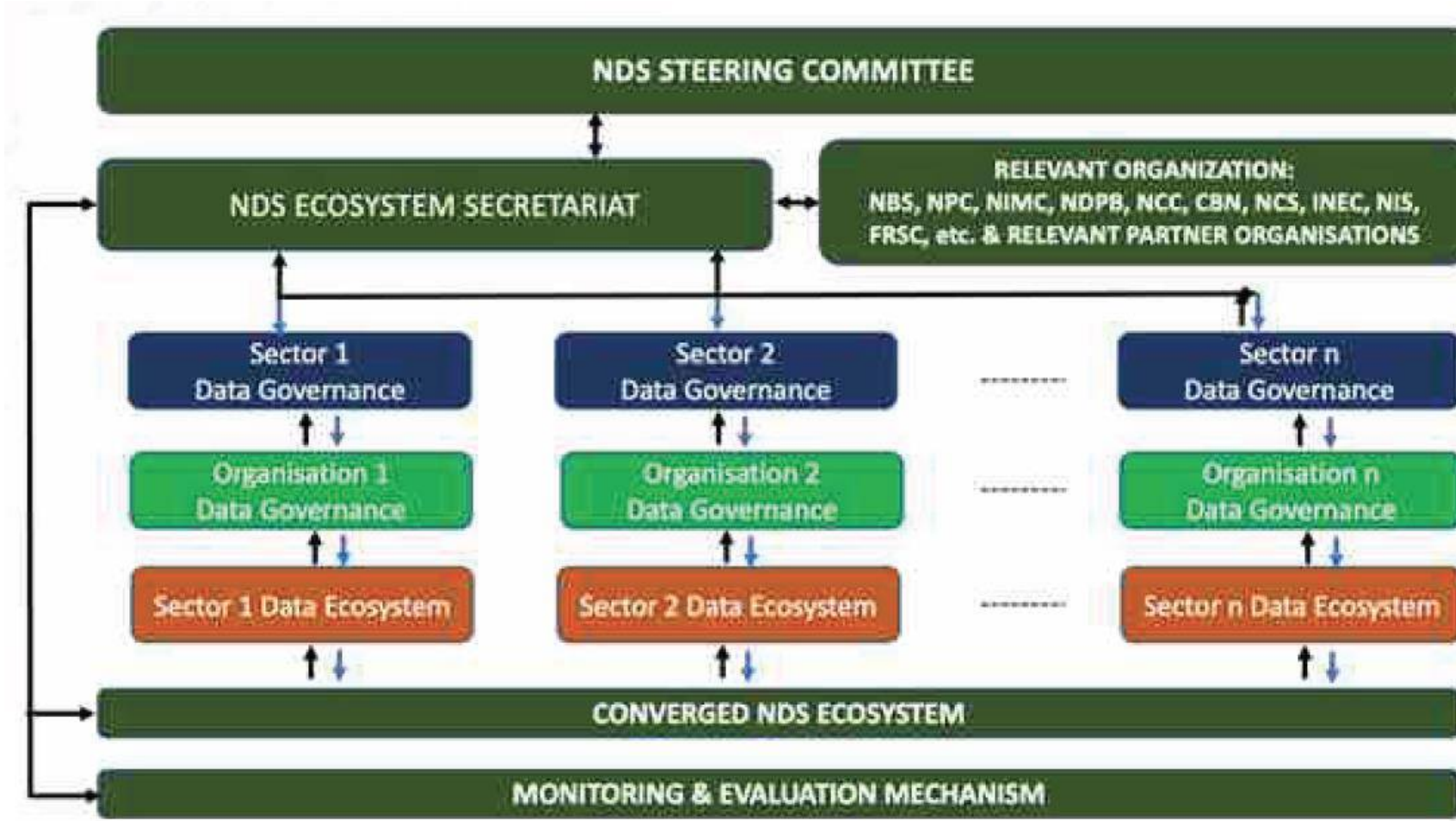
NDS Ecosystem

The Ecosystem approach encourages dialogue and feedback among the community of data beneficiaries and data-driven and value-creating entities

- NDS proposes a multi-stakeholder ecosystem group comprising:
 - Sector Ecosystem: (Data collectors (local or foreign), owners, service providers/ startups/users, Industry players, policymakers, researchers, NDS Governance structure among others)
 - Converged Ecosystem: The converged data ecosystem (All Sectors)
- Responsibilities/Functions



NDS Implementation Approach



Thank You



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