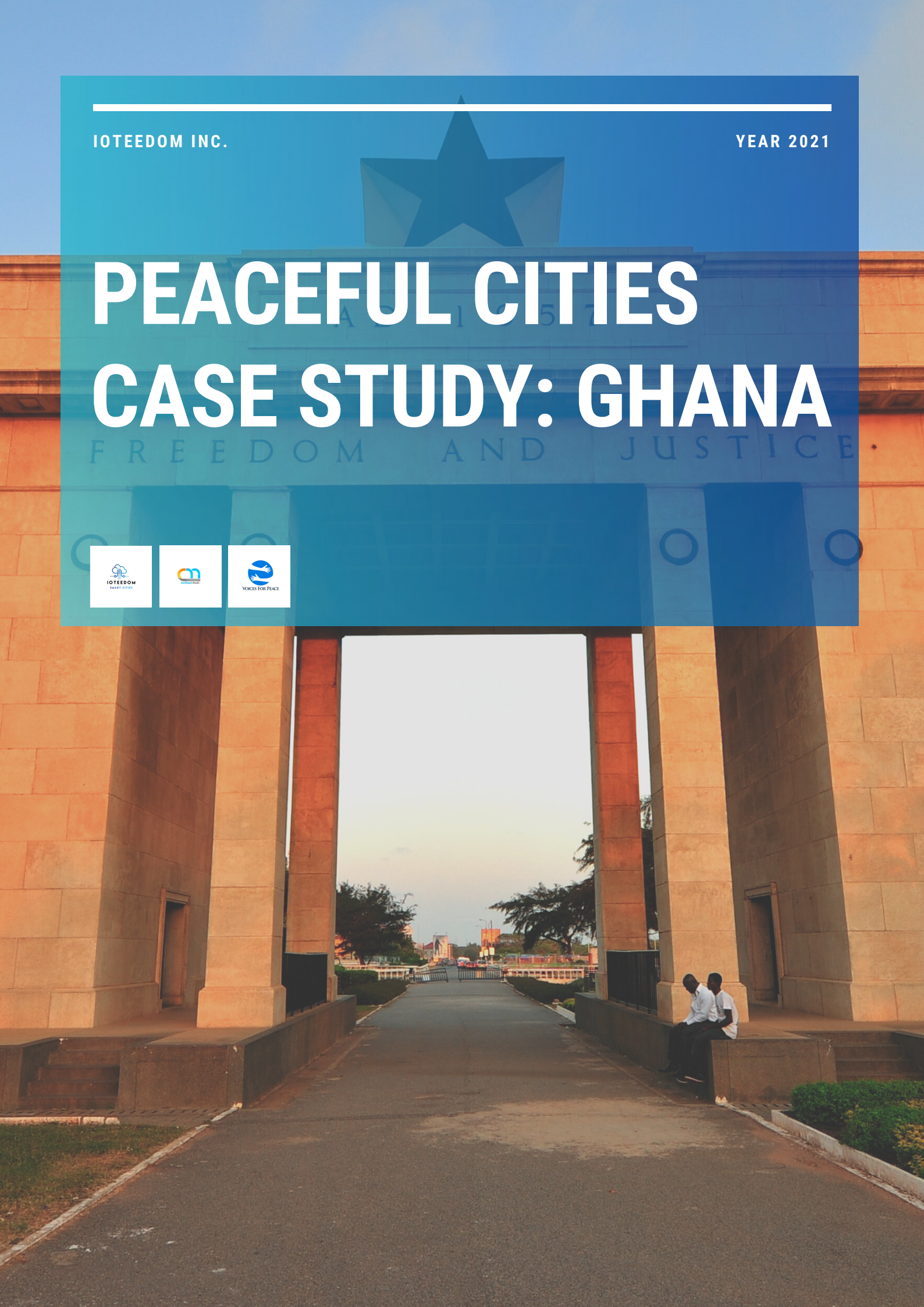


IOTEEDOM INC.

YEAR 2021

# PEACEFUL CITIES CASE STUDY: GHANA





## HI-TECH DEVELOPING MARKETS



**We reflect on the year 2020 to better understand the challenges and opportunities our governments and organizations are facing.**

**A key message that our teams have identified is the increasing need for political and economic institutions to build capacities to better understand local communities, to think local and act global, keeping in mind the coordination effort.**

### **What are communities facing in 2020 and into 2021?**

Our findings support the following:

- Help to reset communities
- Increase support mechanisms
- Build back smart, resilient cities promoting peace, social cohesion, and sustainable development

### **What does a Smart City mean?**

- The idea of the smart eye in the sky can be seen as Sci-Fi. How can we make this concept work in a real, sustainable way?
- Data is a cornerstone to help uncover unequal distribution of resources to the top percent of the community with access to education and finances.
- We are presented with the opportunity to understand smart from the community perspective using technology and resources to construct a peaceful story.
- The story will show the pathway to provide the platforms and resources needed for governments, businesses, and communities to reset their cities in smart, sustainable ways and construct developing markets.

*“Countries and territories planned to hold a census in 2020 & 2021, a historical record. However, many countries had to divert previously-secured funding for censuses, CRVS, and other fundamental statistical activities to emergency response.”*

*– Paris21, OECD*

As we are living in a world with limited resources, developing parts of the world need a fair share. Social support can oftentimes be provisioned to a select-few as supply cannot meet the full demands of the population.

To help support an increased level of trust, IoTeedom has been working with local actors Confluent Media and The Voices for Peace to consolidate impact management metrics, adapted to the local ecosystem, to use as benchmarks for the development of new government and economic policies.

These policies will contribute to the development of rebuilding local economies to create sustainable value, with the support from stakeholders in the following groups: investors, NGOs, businesses, and governments. We realize governments are unable to do this alone. All partners must work hand-in-hand, under shared values, with integrity to join the goal of building smart & sustainable cities.

#### Capacity-Building between Partners

- Statistical capacity helps to build confidence in impact management and community metrics for government systems to open up new pathways for policy to support local communities.
- This case study will help to support economic funding systems and develop a platform for real-time community impact management measurement.
- Economic support will create value using funds from investors, NGOs, businesses, and international governments.
- All partners must work peacefully and under shared values with the goal to build smart, sustainable development at home and abroad.

*"The best memorial we can build for those who lost their lives in the pandemic is that greener, smarter, fairer world."*

*—Kristalina Georgieva,  
Managing Director,  
International Monetary Fund*



# IOTEEDOM & CONFLUENT MEDIA: THE VOICES FOR PEACE CASE STUDY

## Problem

There is not enough consistent data for people, the planet, and policy in developing parts of the world. Data is siloed and sustainability reporting can often be left for NGOs and Corporate Social Responsibility departments in large organizations and developed countries. As crisis increases, the need for data from local government bodies and businesses becomes more important to bring new solutions and management techniques, particularly in impact measurement.

## Case Study

IoTeedom with the support of Confluent Media developed the Voices for Peace project. We sampled the population from Accra and Kumasi, Ghana with a sample size of 1,120. Our performance metrics were to track Sustainable Development Goal 16, Peace, Justice, and Strong Institutions to speak to Sustainable Development Goal 17 Global Partnership for Sustainable Development Goals (<https://sdgs.un.org/goals>), measuring community perspectives during COVID-19 and before the 2020 Presidential Elections in Ghana.

Our sample included different demographics, particularly young adults between the ages of 18-35 accounting for 66% of our sample size. The sample included members from religious and tribal groups not yet represented by data in the region. Our purpose was to understand the perspective of the youth: their safety and inclusion in the community, access to public services, trust in government, access to accurate information, and proper government representation to provide solutions for an impact measurement framework.

The study set out to develop statistical capacity at a small scale to highlight the importance of understanding community interest related to economic and political matters in times of crisis. We have found an increased demand to build software to help support these efforts in developing parts of the world to build pathways to developed countries. We must change perceptions of what the public considers a Smart City and how we transition into one through private and public funding efforts.

**1,120**

- Participants from Accra and Kumasi Ghana
- 66% between the ages of 18 to 35
- 28% with university education
- 2.2 average rating on a scale of 1-5 among sample say decision making is inclusive among youth, SDG indicator 16.7.2

**3.2**

Community safety & pride average rating on a scale of 1-5 among the population sample, SDG indicator(s) 16.1.4 & 16.7.1

**2.1**

Access to public information average rating on a scale of 1-5 among the population sample, SDG indicator 16.10.2

**1.8**

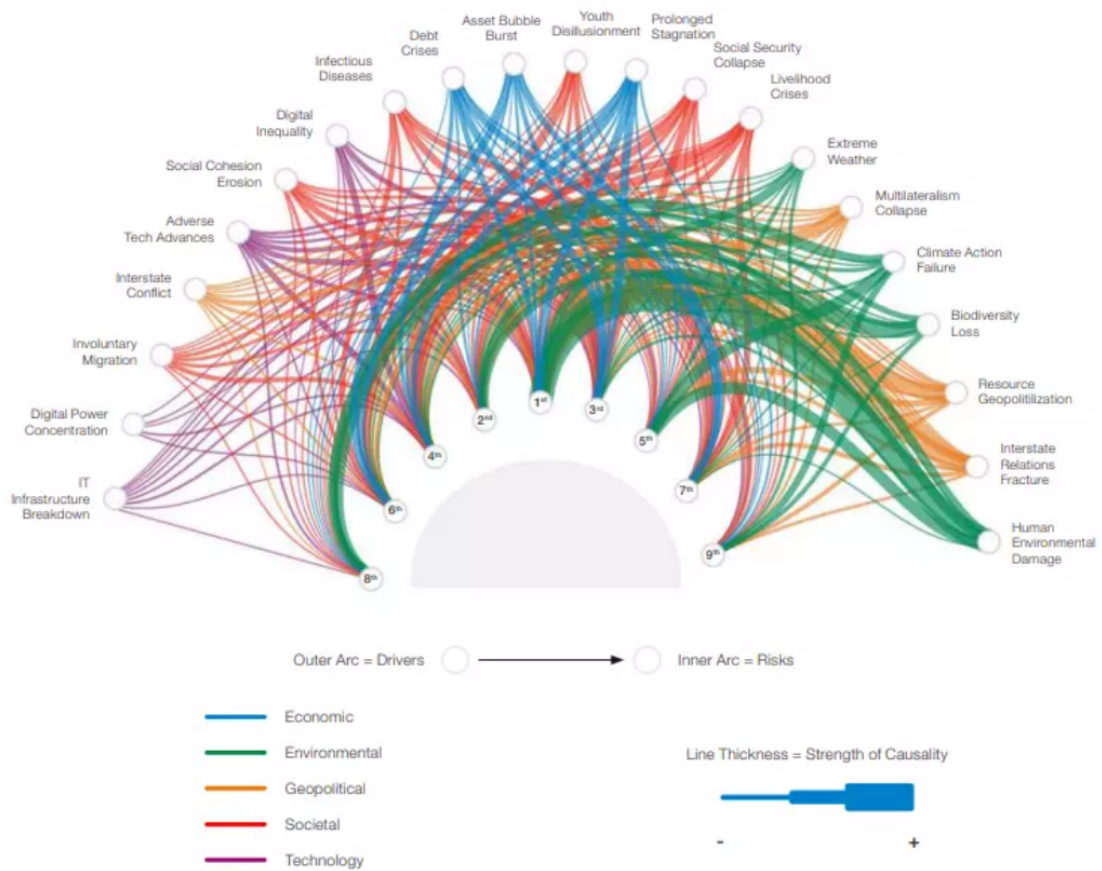
Public services satisfaction average rating on a scale of 1-5 among the population sample, SDG indicator 16.6.2

**1.8**

Average rating of perceived government transparency on a scale of 1-5 among the population sample, SDG indicator 16.6.1

Respondents rank the most concerning risks globally and their drivers.

8 <sup>th</sup>	6 <sup>th</sup>	4 <sup>th</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	3 <sup>rd</sup>	5 <sup>th</sup>	7 <sup>th</sup>	9 <sup>th</sup>
Extreme Weather	Debt Crises	Social Cohesion Erosion	Infectious Diseases	Climate Action Failure	Livelihood Crises	Biodiversity Loss	Prolonged Stagnation	Human Environmental Damage



There are all manner of risks facing the world. Image: Global Risks Report 2021

# IOTEEDOM & CONFLUENT MEDIA: THE VOICES FOR PEACE CASE STUDY



## **Solution**

The current data at an international level shows several drivers and risks to be managed in 2021 and beyond. Drivers such as the breakdown of IT infrastructure, digital power, conflicts, and social cohesion are key to consider for the management of strong governance, peace, and development of partnerships. The risks associated are represented in the sample data collected in the Voices for Peace Case study. The data shows youth disillusionment, distrust in government, and lack of transparency.

IoTeedom builds the case for governments, businesses, and organizations along with each citizen to pay attention to their sustainability and social impact. Impact measurement can be used to increase value within our communities by measuring our life goals and economic planning for the most social impact. IoTeedom creates a custom platform to measure, report, and get rewarded for an increase in our community's social impact by increasing impact measurement goals and sustainable development.

## **Why Us?**

IoTeedom creates custom business intelligence software to measure social impact and invest in developing SMART (Specific, Measurable, Actionable, Realistic, and Time) cities. We measure reports through machine learning and develop an investment portfolio to grow social impact returns for governments, businesses, NGOs, and investors. We adapt to business and government environments and also provide a social network to better connect the youth. We provide a social network for citizens in the community to track sustainability to provide credit lines. With the use of the IoTeedom software, we envision providing the platform and resources to help increase the use of statistics and investment into developing regions to ensure No One Gets Left Behind.

IoTeedom provides trust to investors and international governments to help invest more into statistical capacity-building through the use of our custom business intelligence platform. In addition, IoTeedom's social network provides a platform for governments and companies to manage their Smart City projects by valuing their social impact performance and returns in one suite. Companies and organizations have the ability to leverage IoTeedom's data to create funding agreements on the platform.

*This case study speaks specifically to the social, economic, and political risks associated and does not speak on environmental drivers and risks to be followed with subsequent studies.*

# CONTACT US



**For more details on our programs and to design a project, please reach us via email or by phone.**

**The Voices for Peace: [info@thevoicesforpeace.com](mailto:info@thevoicesforpeace.com)**

**IoTeedom: [brianna@ioteedom.co](mailto:brianna@ioteedom.co)**

**Confluent Media: [info@confluentmedia.com](mailto:info@confluentmedia.com)**

**Phone (Ghana): +233 24 564 3539**

**Phone (France): +33 646 30 79 21**

**Phone (USA): +1 954 607 7499**

**[www.thevoicesforpeace.com](http://www.thevoicesforpeace.com)**

**[www.ioteedom.com](http://www.ioteedom.com)**

**[www.confluentmedia.com](http://www.confluentmedia.com)**