



USAID
FROM THE AMERICAN PEOPLE

Global Broadband and Innovations (GBI) Marketing Strategy

Scope

This strategy includes actions to be undertaken by INTEGRA LLC and NetHope's GBI Alliance, implementing partners of the Global Broadband and Innovations program, with strategic support from USAID's GBI leadership team.

Objectives

- To raise awareness inside USAID of the potential for ICT to support economic and social development.
- To increase incorporation of ICTs in USAID development programs.
- To identify GBI as the preeminent source of information, technical assistance and services for building ICTs into USAID's mainstream development assistance programs.

Actions/Methods

GBI implementing partners will deliver outreach to USAID leadership, Missions, Program Offices, and personnel with value-adding information about connectivity, ICTs and development using:

- Web-based information delivery - via a GBI web site and newsletters.
- One-pager production and updating - explaining the GBI program, broadband, technical assistance services, mobile applications, infrastructure solutions for the rural edge, and others as needs are identified.
- Focused sector trainings - for USAID professionals (e.g. Infrastructure, economic growth, health, Feed the Future, natural resource management).
- Introducing GBI to Bureaus and Washington Offices.
- Direct marketing to Missions - including travel to selected countries where GBI is requested to provide limited "introductory" services.
- Linking up with USAID ICT early adopters.



- Sector-based white papers - on themes of interest (e.g. agriculture and rural development, health, education, rural edge connectivity).
- Selected pilot programs - demonstrating ICT impact on development problems, (e.g. Inveneo/Haiti, OneApp, LID networks, CORE).
- Promotion of results - achieved under GBI buy-ins for Missions, program offices, and Bureaus.
- Open workshops - e.g., rural connectivity solutions, promising applications of ICT and broadband, economics of ICT4D, legal and regulatory reforms, and USF.
- Production of short messages for the Administrator and other senior Agency leadership to highlight GBI successes.