e- Brasil

e- Development for Brazil and its States

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Structure of the Presentation

- e- Development – beyond do e- government
- A strategic vision – to raise consciousness and mobilize political leaders (candidates in 2006 state and federal elections) and the Brazilian public
- Organization and timetable for the project
- Merging with related initiatives
  - e- Leadership initiative, UMD/ Eduardo da Costa
  - ICT Scenarios for 2015 being done for the Center for Management and Strategic Studies in Brasília
- Finance and fundraising
## Mediocre Performance

### Average annual growth rates of GDP, 1980-2003

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<td>India</td>
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<td>Korea</td>
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<td>Hong Kong, China</td>
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<td>Malaysia</td>
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<td>Thailand</td>
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<td>Singapore</td>
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What is needed to accelerate Brazilian socio-economic development?

- A broadly-shared vision of where the country is going and how to get there
- Something similar to Juscelino Kubitschek’s developmentalism – but enabled by ITC and without the macroeconomic hangover
- “50 years in 5” – that was Juscelino’s slogan – what will be the slogan for the next Brazilian president?
- e-Development should be a major thrust of overall development strategy
What is e-Development?

- e-Development is more than e-government
- Involves intensive use of ICT to accelerate socio-economic development
  - In the information society,
  - In the knowledge economy, promoting competitiveness, reducing transaction costs
  - Allowing lifelong learning
- Addresses two central development issues
  - Socio-economic inequality
  - Competitiveness in a global, knowledge-based economy
- We’ll see in next slide that e-development is a broad concept.
- Nagy Hanna, a member of our Advisory Council designed the following slide
Elements of the e-Brasil Vision
(Thanks to Nagy Hanna)

- Vision, Leadership, Consensus, Policies, and Institutions
- ICT Industry Promotion
- Human Resources Development
- Information Infrastructure

ICT Industry Promotion

23/03/2006 Global Conference on e-Government Slide 7
How to turn the vision into reality? The e-Brasil project

- Consciousness-raising for Political Leaders
  - International conference (Pirai - RJ, 22-24 May)
  - Seminars, books (Rumo ao e-Brasil, May 2006; e-Brasil, August 2006)
  - Contact with candidates for the presidency and state governors

- Consciousness raising for the general public
  - TV, Radio, Newspapers, Magazines, Internet – Strategic communication campaign; Portal e-Brasil [Brazil Country Gateway]

- Working with the winners of the 2006 elections
  - Government programs (2006/7)
The e-Brasil Project
ICT for social inclusion and competitiveness

- Core team

- Advisory Council Consultants
  - International – currently
  - Brazilian

- Affiliated institutions
  - International: Information Society Institute, Russia; e- Leadership Academy Initiative, University of Maryland; [Development Gateway?]
  - Brazilian: UFF, Fernand Braudel Institute; ABEP
How to finance the project?

- Brazilian and international foundations
- Brazilian and international ICT companies
- Interest Groups/ Professional associations
- International financial institutions
  - World Bank Group (IBRD, WB, IFC)
  - Inter- American Development Bank
  - European Union, etc.
- Federal, state, and municipal budgets
Thank you

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