



PARTNERSHIP

e-Democracy Microsoft approach Global Strategic Accounts

A Microsoft Public Sector Team
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Partnership

“We all know that ICTs have revolutionized our world. My main interest is how these technologies are creating new possibilities for the United Nations to achieve its goals of peace, human rights and development.”

Ban Ki-Moon, UN Secretary General

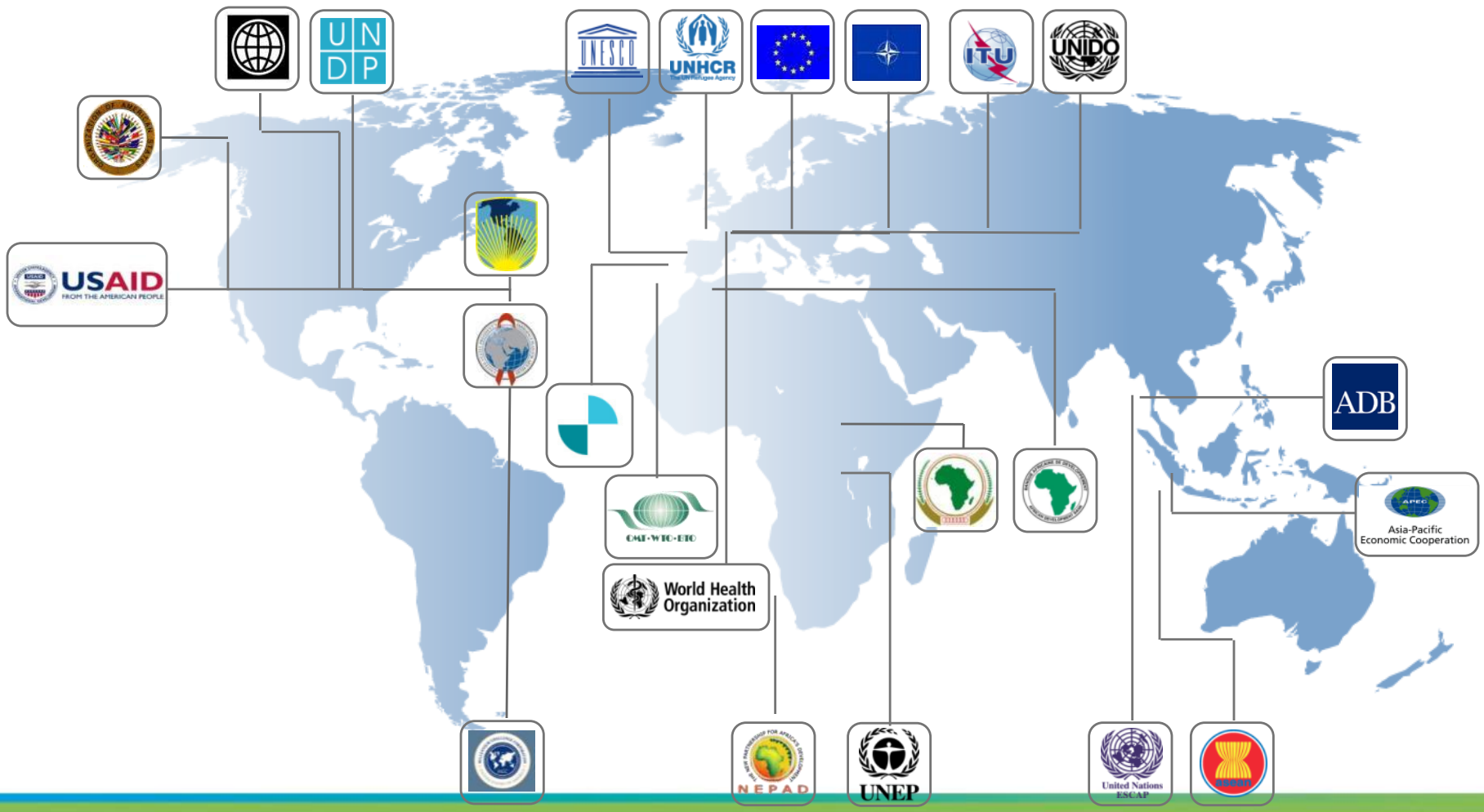


Public – Private Partnership






- Bringing together “for profit” and “not for profit” organizations to create ICT solutions for development
- Our partners bring their expertise in solving some of the most difficult challenges and look for trusted advisors to apply ICT to help achieve their mandates
- Through advances like cloud computing and mobile applications, ICT has the power to transform the drive to reach the MDGs through implementing and scaling solutions
- Microsoft’s expertise in Information and Communications (ICT) can play an important role in addressing global and local development challenges

The Microsoft GSA Space

IFI/Donor Market = US\$ 200+ bill/year



The IFI/Donor Market: Major sources of \$funding and PS contract opportunities

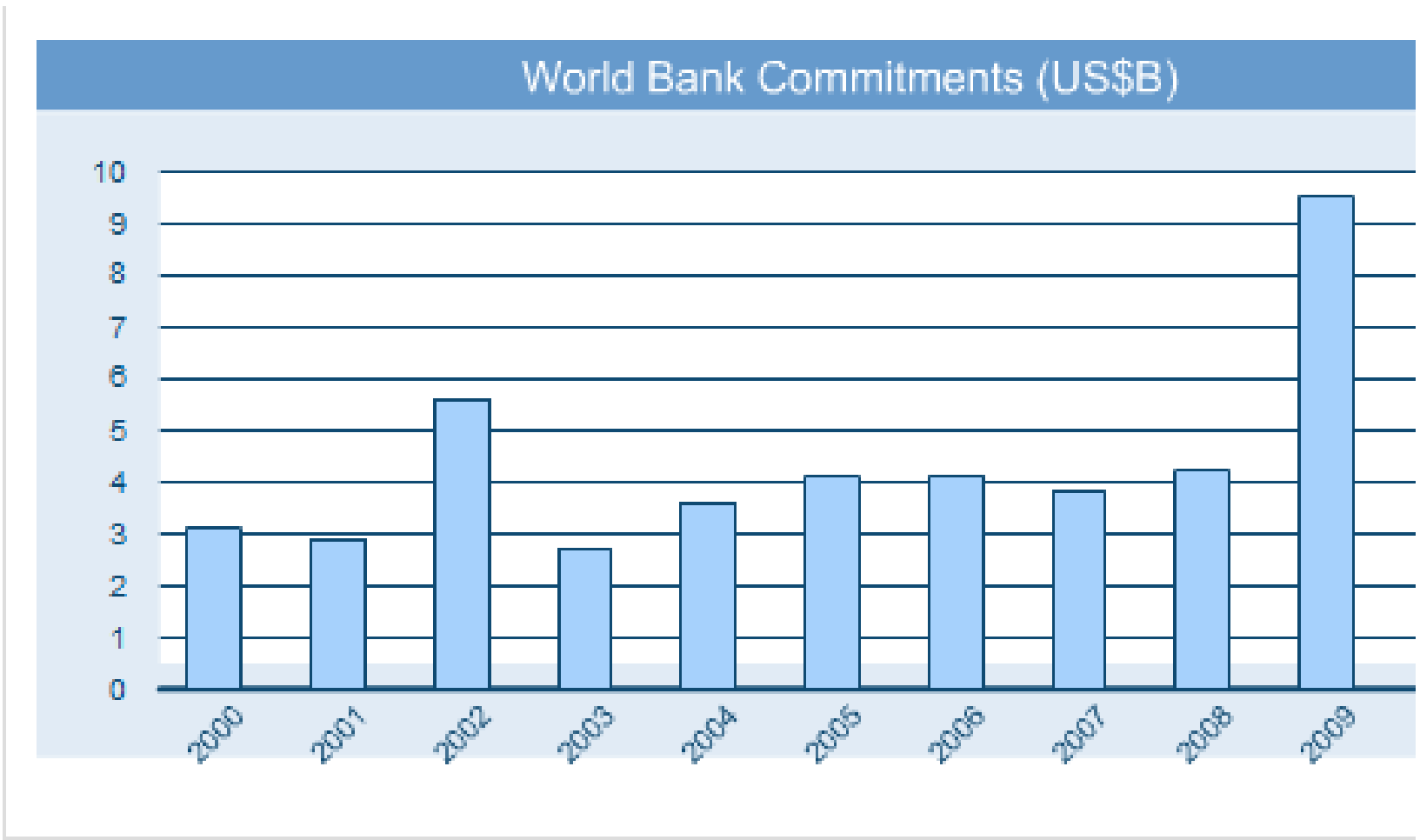
IFI / Agency	2009/10 Commitments
The World Bank 	\$ 72 billion
Inter-American Development Bank 	\$ 16 billion
Asian Development Bank 	\$ 13 billion
Europe Aid 	\$ 30 billion
UN Agencies (UNDP, etc) 	\$ 12 billion
Bilateral donor agencies (USAID, DFID, etc)	\$ 60 billion

- ***IFI/Donor Market = approx. \$200 + billion annually***

IPA: the big picture

COUNTRY	2007	2008	2009	2010	2011	2012	TOTAL PER COUNTRY
<i>Croatia</i>	138.5	146.0	151.2	154.2	157.2	160,4	907
<i>Fyrom</i>	58.5	70.2	81.8	92.3	98.7	105,8	507
<i>Serbia</i>	186.7	190.9	194.8	198.7	202.7	206,8	1,180
<i>Albania</i>	61.0	70.7	81.2	93.2	95	96,9	498
<i>BiH</i>	62.1	74.8	89.1	106.0	108.1	110,2	550
<i>Montenegro</i>	31.4	32.6	33.3	34.0	34.7	35,4	201
<i>Kosovo</i>	63.3	64.7	66.1	67.3	68.7	70,0	400
<i>Turkey</i>	497	538	566	653	781	899	3,934
<i>Multi-Beneficiary programme</i>	109.0	140.7	160	157.7	160.8	164,2	892
TOTAL PER YEAR	1,207	1,325	1,422	1,555	1,706	1,847	9 billion EUR

World Bank \$ Lending to CEE



How do we shape our partnership on e-Democracy goals?

Technology	Capacity Building	Policy	Advocacy
<ul style="list-style-type: none"> • Proof of concept/pilots • Solutions • Sharepoint • Cloud Computing • Windows Azure • Mobile applications • Multipoint servers 	<ul style="list-style-type: none"> • Training • Curriculum • Stakeholder engagement • Environment • Computer refurbishment • Customs and trade • eGovernment 	<ul style="list-style-type: none"> • Technology relevance • Expertise • Cybersecurity • Online safety • Governance 	<ul style="list-style-type: none"> • Issue awareness • Communications • Refugees • Education • Disaster relief



Global Presence - Local Impact

- Robust commercial software ecosystem is a driving force in knowledge economy
- Microsoft computing platform based on local partnerships and interoperability
- Ecosystem of more than 900,000 independent software vendors, system integrators, resellers and other partners
- US\$ 1trillion industry employing 30 million people worldwide
- \$1Microsoft revenue =\$6 to \$19 in revenue for local software, hardware and service companies (Source: IDC Economic impact study 2007)

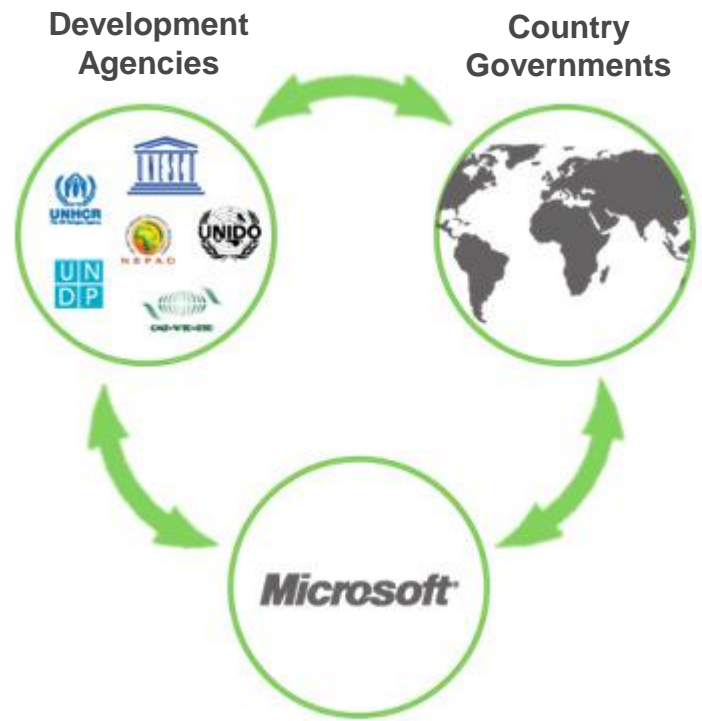
How we Engage

Promote ICT4D

Partner Through Citizenship

Procurement Participation

Policy Engagement





Defined Roles

Governments

- Shapes policy agenda and economic priorities
- Responsible for technology policy
- Supports ICT4D policy development and implementation by international donors – IGOs, IFIs and bilateral agencies

IGOs/IFIs/Bilaterals

- Develops ICT4D framework
- Funding
- Technical and policy expertise

Microsoft

- Technology expertise
- Global footprint and scale
- Industry and NGO partnerships

NGOs

- Policy expertise
- Limited funding
- Local know-how
- Technical expertise

Enabling Impact, Sustaining Development

Education

- UNESCO
- NEPAD



SMEs

- UNIDO
- UNDP



Disaster Relief

- OCHA
- NATO



Refugees

- UNHCR



Capacity Building

- Research4Life
- IDB
- UNECA
- EU



Environment

- UNEP
- EEA



Customs

- WCO
- World Bank

Some example how Microsoft is contributing?

- Child Online Safety Campaign



- Education





EEA -

The European Environment Agency

- Eye on Earth: Water Watch
 - Application that aims to provide the public with instant online access to information about recent water quality ratings for bathing sites, allowing users to provide their own input
- The Global Observatory for Environmental Change
 - Program delivers critical environmental information, including European water, soil, air and ozone indicators, into one place.



“This cooperation does not only mean that we will have instantaneous access to the most up-to-date information on the environment. It will also empower us, citizens, to ask for more from decision-makers.”

Professor Jacqueline McGlade
Executive Director , EEA

Thank You

Wherever we belong: governments, parliaments, civil servants or private sector, we are all **CITIZENS** and as such, we need harnessing accessibility to ICT in order to embrace transparency, availability and affordability which all together is the essence of eDemocracy.



'We are working hard to achieve the best possible control of farm spending in order to verify that tax payers money is not being misspent'

Dacian Cioloş, EU Commissioner for Agriculture and Rural Development, 16th July 2010
European Commission to recover €265.02 million of CAP expenditure from Member States