

Accenture

60-14-09



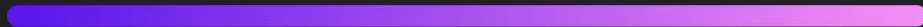
2023

Digital Economy



ENABLING THE DIGITISATION OF GOVERNMENT

Platform Economy for Digital Transformation and Inclusive Growth



SBU DANTJIE

Discussion Points

01

Understanding the **Digital Economy**

Definition | Importance | Key Components

02

Digitisation of Government

Concept | Benefits | Success Stories

03

Role of the **Digital Economy in Government Digitisation**

Synergies | Case Studies Examples



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Synergies | Case Studies Examples



Digital Economy

- Where traditional economy intertwines with the power of digital technologies (bits and bytes meet rands and cents)
- Represents an opportunity for growth, innovation, and job creation
- Vehicle for economic inclusion (enabling established companies & emerging entrepreneurs to participate in the global marketplace)
- Some of the key components that make the digital economy thrive include e-commerce, online services, fintech, etc.

Types of Digital Economy Platforms

TRANSACTION



INNOVATION



INTEGRATED

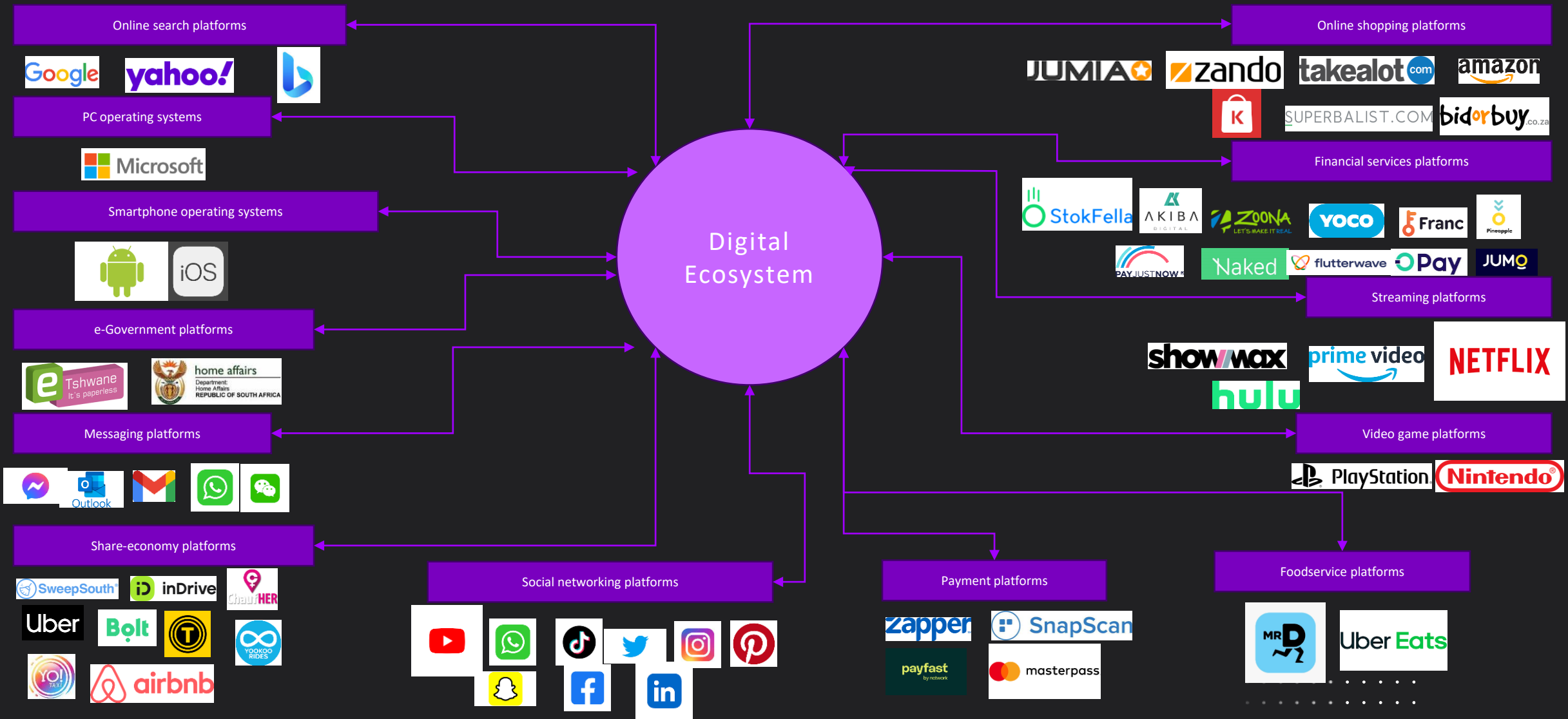


INVESTMENT



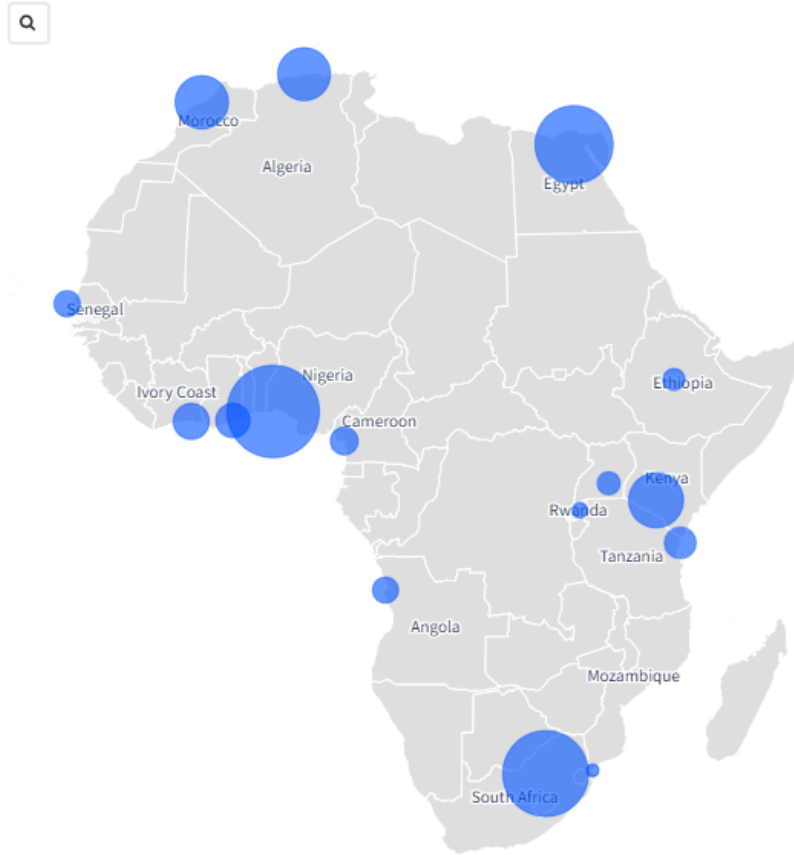
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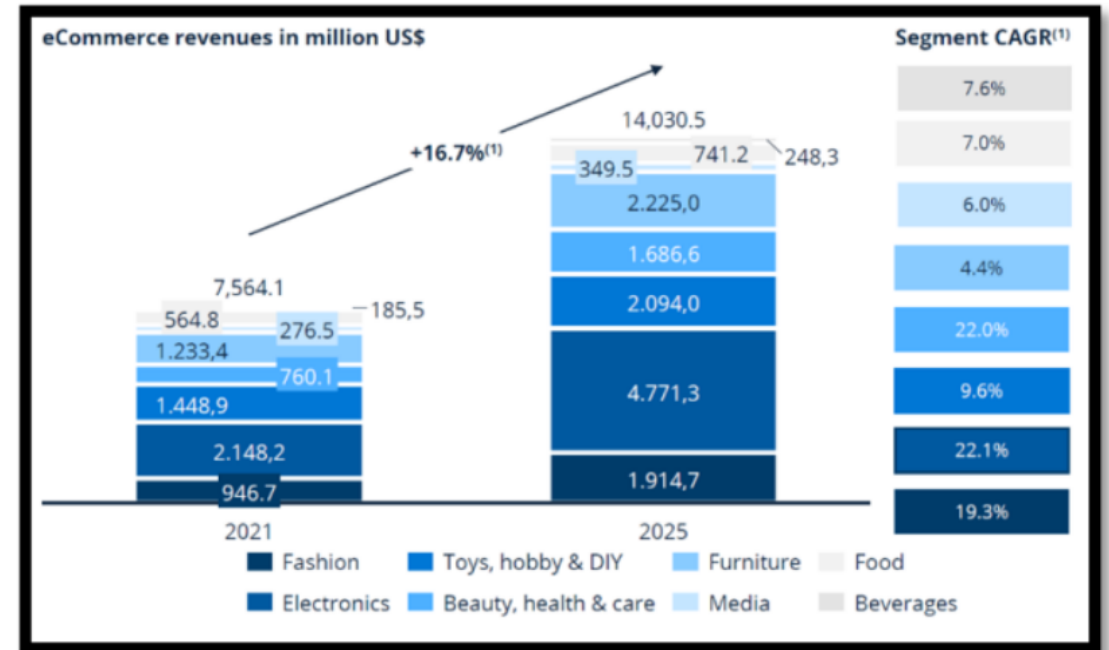


Where the largest digital economies are in Africa

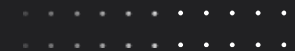
South Africa, Egypt, Nigeria and Kenya are the main regional hubs. Digital economy size (or iGDP), in USD Bn, 2025.



South Africa eCommerce Spotlight



South Africa consumers are buying more fashion, electronics, and furniture online



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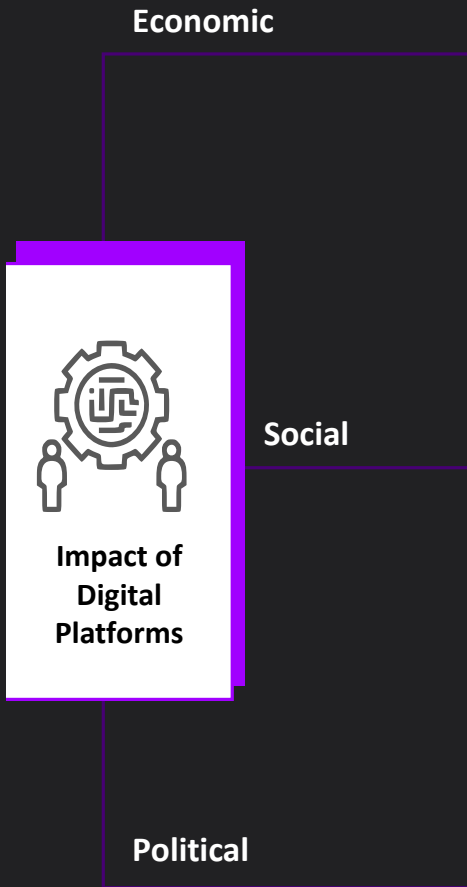
Synergies | Case Studies Examples



Digitisation of Government

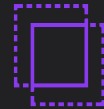
- Harnessing the power of digital technologies to modernise and streamline government operations
- Improved accessibility, quicker responses to citizen needs, reduced administrative overhead, more effective resource allocation, informed decision-making (insights)
- Some of the tangible real case examples include initiatives by SARS, DHA, SASSA, etc.





Positives

- Access to a Wider Audience/Market
- Increase in Digital payments
- Improved Efficiency
- GDP Growth
- Increased Employment
- Skill Development



- Education
- Reach to Targeted Audience
- Increase in Consumerism



- Business Expansion
- Increased investment
- Increased Public-Private Partnership
- Formation and implementation of Regulations

Negatives

- Indirect high cost of living
- Increase in digital frauds
- Inequality and Unfair Pay
- Ambiguity in Labor Rights

- Mental Health Issues
- Spreading Propagandas with Digital Channels

- **Anti-competitiveness:** African governments need to prevent a circumstances where tech giants monopolize and stifle smaller competitors
 - The recent investigations into anti-competitive behavior involving companies like Apple, Google, Uber Eats, Airbnb, and Booking.com in South Africa serve as a warning about the risks posed by big tech's involvement



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Dig. Economy in Digitisation

- Harnessed together, potential to reshape the way we govern, serve our citizens, and drive economic growth
- What can this achieve for SA? Efficient delivery of government services, new models of public-private collaboration, fostering innovation and entrepreneurship, etc.
- 2x Case Studies;
public transportation, and education



Call to Action



foster a **culture** of innovation &
entrepreneurship

building digital
literacy

power of **collaboration**



investment in digital
infrastructure

data **governance** &
cybersecurity





Thank You