



USAID
FROM THE AMERICAN PEOPLE



USAID's 2022 Digital Development Awards Winners

Inclusive Development for a Digital Age

In recognition of colleagues and partners that are collaborating with countries and communities to work toward sustainable growth and resilience, USAID is pleased to announce the winners of the 2022 Digital Development Awards, also known as the Digis.

The Digis recognize and celebrate USAID projects and activities that embrace the Agency's strategic goals of improving development and humanitarian assistance outcomes through the use of digital technology and strengthening open, secure, and inclusive digital ecosystems. These ecosystems can help partner countries strengthen their economies and financial inclusivity, advance national security, and increase accountability and transparency in governance, and make USAID's development and humanitarian assistance more efficient and effective.

2022 Winners

This year, USAID's Innovation, Technology, and Research Hub received nearly 200 applications from around the world. Each project was judged on the ability to deploy digital technology or support the digital ecosystem, as outlined in USAID's [Digital Strategy](#). This year's winners showcase how USAID-funded projects around the world are promoting the responsible use of technology to improve the lives of the communities we serve.



USAID/Colombia: Rural Finance Initiative

Rural Finance Initiative (RFI), implemented by Chemonics, was selected as a 2022 DigiAwards winner for developing a mobile phone-based system, called Transfiya, for rural smallholders and urban-based, low-income groups to conduct real-time, peer-to-peer financial transactions.

With its holistic approach to stakeholder engagement, RFI scaled access to digital financial services beyond urban areas to lower income urban and rural customers working in the informal sector, including micro-entrepreneurs and women, and with marginalized populations, like the Afro-Colombian community.



Angie, a local arepa maker located in Boyacá Province, Colombia, has been preparing and selling arepas for several years. She uses the Transfiya mobile application to receive money from her customers more easily, and to help transfer payments with vendors and customers. These innovations help digitize and accelerate her business.

“It has helped us to grow because we can receive payments from buyers and also handle the money for the suppliers through the Transfiya platform.” -Angie

To learn more about Angie and the work of RFI, read USAID’s press release on the [2022 Digital Development Awards](#).



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USAID/Regional Development Mission for Asia: Digital Asia Accelerator

Digital Asia Accelerator (DAA), implemented by DAI's Digital Frontiers and part of the Digital Connectivity and Cybersecurity Partnership, was selected as a 2022 Digi Awards winner for educating and training businesses and individuals, especially youth, on digital safety and cybersecurity best practices in Southeast Asia and Mongolia.

The DAA has had a far-reaching influence—engaging with key audiences both online and in person, including youth and women, as well as those in the public and private sectors. The Accelerator's ability to convene large-scale policy forums with leaders from participating countries, combined with an emphasis on youth engagement through informative educational content hosted on Facebook, YouTube, and Instagram, allowed the project to reach an expansive and diverse set of stakeholders. After running three cybersecurity awareness campaigns in Cambodia, Mongolia, and Thailand—in partnership with key local opinion leaders on social media—the DAA reached over 2.4 million people with messages related to digital safety issues and best practices.



One specific project was a Mongolian-based contest, “Only Mine,” aimed to raise awareness of cybersecurity challenges. The contest partnered with Love Frankie, a social impact agency, and Viral Partners, a marketing and advertising firm, to design and implement the campaign, which reached nearly 3 million Mongolians online.

The dance contest winners, **Tamir and Byamba**, choreographed and filmed a video to the contest’s theme song, with lyrics centered on cybersecurity education. After the video won, its viral presence online helped push cybersecurity awareness and education across different cities and communities of Mongolia.

“We wanted to help others realize that this is an invasion of personal space.” -Byamba.

To learn more about Tamir and Byamba, and the work of DAA, read USAID’s press release on the [2022 Digital Development Awards](#).



Above photos provided by Khasar Steppe for USAID



USAID/Zambia: U.S. President's Malaria Initiative (PMI) VectorLink

U.S. President's Malaria Initiative VectorLink, implemented by Abt Associates, was selected as a 2022 Digi Awards winner for deploying a suite of digital tools to support map-based data collection, monitoring, and capacity building to improve malaria control programs at the sub-district level in Zambia.

The PMI Zambia VectorLink Project is a model for harnessing the latest, most granular data available to inform the planning and monitoring of malaria vector control interventions. The maps updated by VectorLink, coupled with support during the planning processes, strengthened the National Malaria Elimination Program's (NMEP) capacity to use the latest data to operationalize their strategy and ultimate goal of covering 100 percent of the population with at least one malaria prevention program. The result has led to increased coverage of malaria control campaigns in hard-to-reach areas across Zambia.



Jerry, a Malaria Elimination Officer with the Zambian local government, has helped spearhead the Indoor Residual Campaign being enforced by PMI VectorLink in Katete District. PMI VectorLink partnered with a local subcontractor, Akros, to develop digitized, detailed maps of the local districts. Thanks to these maps, Jerry and his team are better able to plot malaria outbreaks and plan protective efforts for sprayers to disinfect houses in the district. Additionally, the sprayers are key partners in responding to community questions and concerns about the spraying campaigns.

“We engage the local traditional leadership and have community dialogue meetings, and eventually the community was willing to have their houses sprayed.” -Jerry

To learn more about Jerry and the work of PMI Vectorlink Zambia, read USAID’s press release on the [2022 Digital Development Awards](#).



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USAID/Georgia: Economic Security Program

Economic Security Program (ESP), implemented by DAI, was selected as a 2022 Digi Awards winner for providing training on information communication technology (ICT) to the country's workforce and connecting local artisans to online markets.

ESP uses a variety of innovative solutions to strengthen the ICT workforce and accelerate private sector development. Private sector engagement has helped drive sustainable business growth for small and medium-sized enterprises (SMEs) through the development of individually owned and operated e-commerce sites—in addition to e-sites on Etsy for artisans, which were majority women-owned and operated.

Linking workforce development to local institutions also accelerated economic transformation by attracting the capital and technologies needed for growth and catalyzing multi-stakeholder problem-solving and co-investment.



Tatia and Toma, two artisans who have benefited from the program’s support, create handmade objects and accessories in their craft studio in Tbilisi. With the support of ESP and Etsy staff, they have been able to upgrade their Etsy store by familiarizing themselves with the use of the marketing and sales functionality provided through the online e-commerce platform. With their increase in sales, Tatia and Toma have been able to purchase new equipment, refine their artistic skills, and grow their business.

“Now we are much more confident in our decisions. Our future development seems more promising to us, and we have already imagined and outlined a plan for our future business development.”

-Tatia and Toma

To learn more about Tatia and Toma, and the work of ESP, read [A Business Takes Flight](#) on USAID’s Exposure blog.



Above photos provided by Beso Gulashvil for USAID



USAID/Nepal: Building Hope Along the Karnali River Basin

Building Hope Along the Karnali River Basin (BHAKARI), implemented by MercyCorps Nepal, was selected as a 2022 Digi Awards winner for customizing mobile phone applications and interactive voice responses to manage, monitor, and educate remote farmers and low-income individuals about cash and voucher assistance programs during emergencies.

BHAKARI employs a human-centered approach in the design and deployment of social and behavior change communication messages, including the use of interactive voice response technology. The program has intentionally designed each intervention to make cash and voucher assistance more accessible to the most marginalized and underserved groups—including poor laborers and their families, women, and people with disabilities.

BHAKARI has been incredibly collaborative, partnering with a national technology service provider, 101 local vendors, two transfer service providers, 22 regional and local agriculture input suppliers, and multiple departments of the Nepal government and district governments. There is great potential for sustainability and scale in the future use of these technologies.



Pushpa, a single mother in a small village in Nepal's remote Karnali River Basin, is part of a Community Disaster Management Committee (CDMC), along with many other women in her community. As part of this committee, the women work together to help their community respond to natural disasters. Additionally, by using mobile phones provided by BHAKARI, Pushpa and her community are able to use digital vouchers to redeem food and supplies.

“We used the phone to make a list to tell them what we need...rice, eggs, soap. We came to the shop and packed the stuff we got and took it home after scanning it on the phone.” -Pushpa

To learn more about Pushpa and the work of BHAKARI, read USAID's press release on the [2022 Digital Development Awards](#).



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Previous Digi Award Winners

The impact of the winning Digi Award projects can be felt around the world. To view where past and present Digi Award winners are located, read USAID's storymap, [USAID's 2022 Digital Development Awards Winners](#).

About USAID

The [U.S. Agency for International Development \(USAID\)](#) is working toward a future where digital technology promotes inclusive growth, fosters resilient and democratic societies, and empowers everyone, including the most vulnerable and marginalized – a true vision of inclusive development for a digital age.