

Marc Ribes

Expert in ICT and e-Government development strategies



Over the last 20 years, Marc Ribes has been involved at different levels in the digital and strategic transformation of public and private entities. In the public sector, he has covered different fields ranging from telecommunications to on-line services and citizen relationship management. He has focused this experience on developing strategies for ICT and e-Government, together with the conditions for their success, with a track record in 7 countries (Europe, North Africa, Middle East). In the private sector, as an international business developer, Marc Ribes has developed innovative approaches in new public sector-related domains like open data or citizen's journey. His current role as a consultant in transformation management aims at defining and deploying change strategies to adapt the organizations to new and rapidly evolving environments.

On-line content as a leverage for people inclusion

Content in Arabic language is scarce. Is it an obstacle for a fruitful development of the digital economy in the region?

The development of a digital economy is two-fold. On one side, it is about wealth creation and development. This leads to profitable and robust business, with direct and indirect impacts on job creation and strengthening of the education system to provide the appropriate professional profiles. On the other side, the digital economy will have a social impact with the creation of services and contents contributing to education, poverty reduction, better and simpler public services, welfare, citizens' participation, culture and entertainment. In order to ensure that most people reap these benefits, there are 3 major conditions of success: affordability, accessibility and inclusiveness.

Literacy is therefore one of the key parameters for inclusion. It can be defined as the capacity to read, and by extension to understand content. The language is a cornerstone. In the entire Arab world or in a given country, there will be very different levels of literacy amongst the population. To reach efficiently as many people as possible and spread the benefits of the digital economy, an investment must be done in the production of Arabic content to complete what already exists, which is mainly in English as of today. Whether it concerns news, education, online services, cultural content or others, Arabic content production requires a specific strategy, at national and regional levels.