



# Goin' Digital

## Promoting digital transformation in Senegal

### Context

In 2025, the Senegalese government launched the New Deal Technologique (NDT), a strategy to initiate digital transformation in the public sector and the economy. The aim is to extend the benefits of digital transformation to rural and disadvantaged populations. Senegal's digital ecosystem is still young but is considered one of the most dynamic in the region. The broad topic of digital transformation is therefore given high political priority in Senegal.

Overall, however, digital transformation is only being implemented slowly in the country, even though the population could benefit significantly from it. In addition to sufficiently inclusive approaches, Senegal's digital strategy, the NDT, also lacks green approaches for the "twin transition", the digital and ecological transformation. Senegal is therefore not making sufficient use of the potential of inclusive and green digital transformation, as public institutions still lack some of the necessary skills. In addition, unequal access to digital services is a major obstacle. Rural populations and women are particularly affected by this.

<b>Project name</b>	Goin' Digital – Promoting digital transformation processes in Senegal
<b>Client</b>	<ul style="list-style-type: none"> <li>European Union (EU),</li> <li>Germany: Federal Ministry for Economic Cooperation and Development (BMZ)</li> <li>France: Ministry for Europe and Foreign Affairs (MEAE)</li> </ul>
<b>Political partner in Senegal</b>	Ministry of Communication, Telecommunications and Digital Affairs <i>Ministère de la Communication, des Télécommunications et du Numérique (MCTN)</i>
<b>Total budget</b> (budget for GIZ areas of action)	13.7 million (12 million euro, of which BMZ: 8.5 million euro; EU: 3.5 million euro)
<b>Period</b>	2024 to 2027
<b>Implementing organisations</b>	<ul style="list-style-type: none"> <li>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</li> <li>Expertise France (AFD Group)</li> </ul>
<b>Objective</b>	Public and private institutions are better able to drive forward a sustainable digital transformation in Senegal.

Implemented by

## Areas for action

The project addresses these challenges in order to enable a sustainable, human-centred and self-determined digital transformation. The project thus contributes to the Team Europe initiative "Green Economy in Senegal" and the BMZ's priorities in the area of "Good Governance" and is in line with Senegal's digital strategy. The three areas of action linked to this are:

1. **Governance** (implemented by GIZ)
2. **Innovation** (implemented by Expertise France)
3. **Inclusion** (implemented by GIZ)

### 1. Governance (GIZ)

The project improves the instruments and mechanisms of the Senegalese Ministry of Communication, Telecommunications and Digital Affairs (MCTN) to manage and implement sustainable digitalisation across various ministries. This includes the following activities, among others:

- Advising the Senegalese government on embedding green and inclusive approaches in the implementation of the digital strategy and shaping the public debate.
- Strengthening intra- and inter-ministerial governance functions for the implementation of national digital policy.

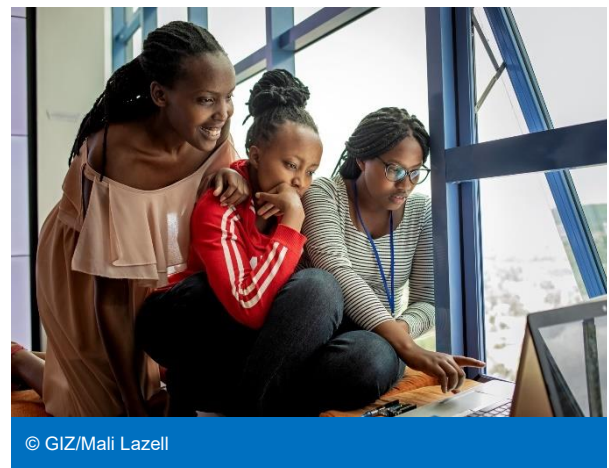
### 2. Innovation (Expertise France)

The project promotes entrepreneurship and innovation in Senegal with a view to creating decent jobs. It focuses in particular on women and young people.

## 3. Inclusion (GIZ)

The project supports national and local public institutions in implementing inclusive digital services. The aim is to facilitate access to digital services and encourage active participation in digital life. This includes the following activities, among others:

- Expanding training opportunities to promote digital skills for small and medium-sized enterprises.
- Designing and providing training on digital solutions, especially for women entrepreneurs in rural areas.
- Developing new interoperable and inclusive digital administrative services, as well as developing accessible access functions.



### Digital Transformation Center (DTC) Senegal

The project links its work to the digital centers approach (German cooperation initiative). The Digital Transformation Center Senegal ensures the complementarity of digital measures and serves as a point of contact for political partners and Senegal's digital ecosystem.

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GIZ is responsible for the content of this publication.

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