

# Case study of Kenya 2022

- In collaboration with UNCTAD, the UK Government, the Kenya Ministry of ICT and the State Department of Trade, and the Kenya Bureau of Standards, BSI ran a digital standards policy roundtable, which convened senior representatives from the Kenyan digital ecosystem\*
- Incorporated “international standards” in the Kenyan National eCommerce Strategy - Strategic Goal 1: Trust in e-commerce is achieved through increased awareness of and compliance in e-commerce law, regulation and **standards**; and the need for capacity building
- With the support of the UK Government, and in collaboration with KEBS, BSI delivered 4-day standards-based capacity building programme, to practitioners from key digital institutions to use of international standards and build a network of standards champions in Kenya.



Kenya National eCommerce Strategy Development workshop: Digital Standards Policy

\*Ministry of ICT, Innovation and Youth Affairs, Ministry of Industrialization, Trade and Enterprise Development, Communications Authority of Kenya, Competition Authority of Kenya, Central Bank of Kenya, Communications Commission of Kenya, Kenya Bureau of Standards, Kenya Consumer Protection Advisory Committee, Kenya Private Sector Alliance, Kenya National Bureau of Statistics, Kenya National Chamber of Commerce, Kenya Revenue Authority, Ministry of Education, National Payments System, Postal Corporation of Kenya.

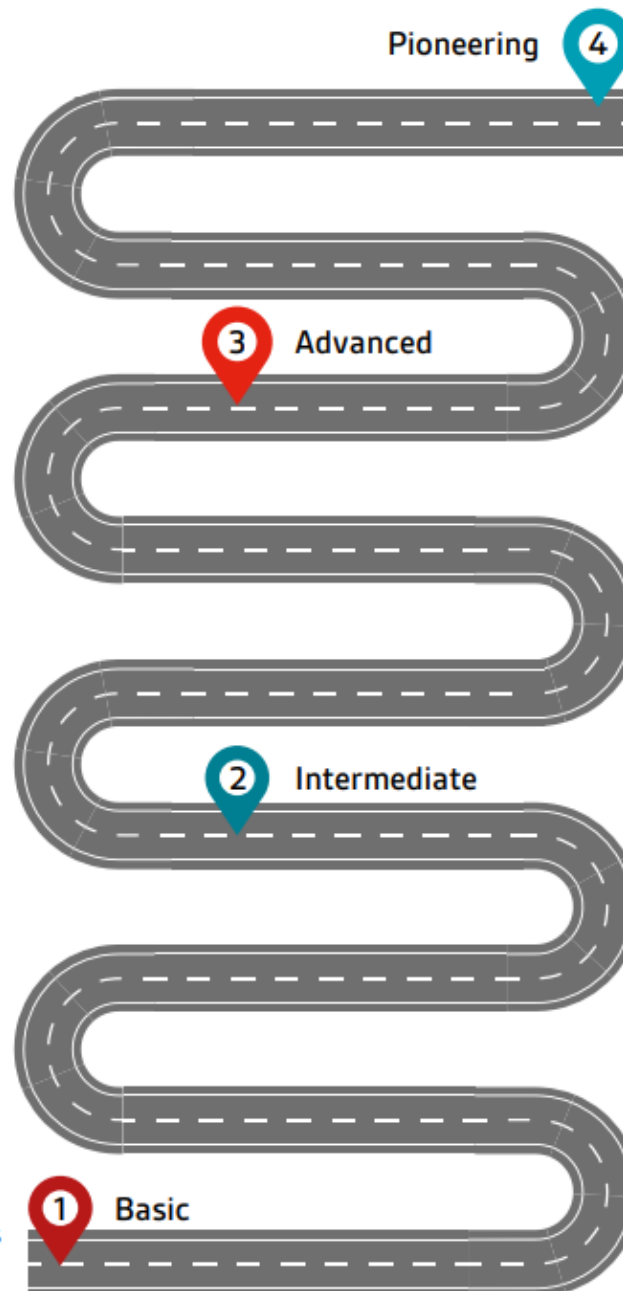
- 4 Pioneering**

NSB takes lead/active role in International standards development  
 Leading companies actively engaged In Industry 4.0 and digital trade  
 More companies are adopting leading edge technologies e.g. blockchain, cloud and AI;
- 3 Advanced**

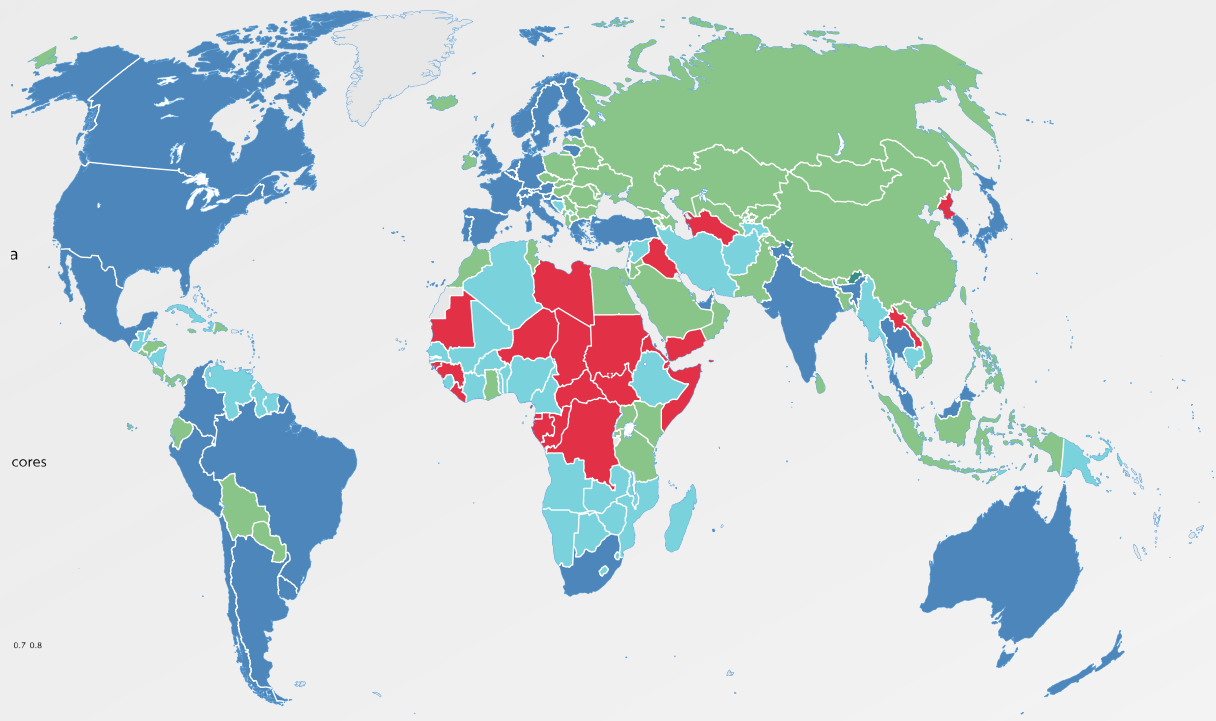
NSB recognized as key institutions promoting safety, security and trust in the process of digitalization  
 Widespread usage of, and demand for, standards and certification  
 Dynamic QIS ecosystem across all section with QIS closely linked to policy/legislative/trade developments  
 Procurement and service delivery in public and private sectors widely linked to International standards  
 Sophisticated digital ID widely adopted  
 Widespread cross border trade based on standards;
- 2 Intermediate**





NSB adopt International standards  
 NSB proactive in disseminating and supporting SMEs in the uptake of standards  
 NSB coordinate with Regional standards bodies to ensure harmonization of standards  
 Quality infrastructures/standards ecosystem in development  
 Increase the number of companies certifying to standards  
 Growing local e-commerce/e-government and internet banking;
- 1 Basic**

NSB are passive actors  
 Low level of SME awareness of, and commitment to, relevant standards  
 Impetus provided by oversea private sector organizations;



# The importance of embedding international standards in digital maturity indices e.g. WBG GovTech Maturity Index



GROUP	GTMI	CGSI	PSDI	CEI	GTEI
A 	<b>0.86</b>	0.78	0.89	0.86	0.89
B 	<b>0.64</b>	0.58	0.73	0.58	0.67
C 	<b>0.36</b>	0.34	0.51	0.24	0.34
D 	<b>0.18</b>	0.19	0.22	0.13	0.17
<b>198 economies</b>	<b>0.52</b>	0.48	0.61	0.46	0.53

Source: World Bank staff calculations.  
 Note: CGSI = Core Government Systems Index. PSDI = Public Service Delivery Index. CEI = Citizen Engagement Index. GTEI = GovTech Enablers Index. Average scores for 198 economies.

Source: WBG GTMI Index

# Conclusion

1. International standards are an **additional and agile policy tool** that can complement regulation and legislation. There is an opportunity to embed standards in policies, reference standards in regulations, strategies and digital maturity indices.
2. Standards and QI play a critical role **in building trust**, supporting government and industry on the path to building a thriving, resilient, inclusive and sustainable digital economy
3. Standardization can further and scale up innovation and help develop emerging and nascent markets
4. NSBs (ISO members) are the **neutral convener of the national ecosystem** and can provide a platform for collaboration to build upon and enhance existing international good practice, align with policy and regulations, and thus accelerate sustainable growth
5. **Need for awareness raising and capacity building** of the public and private sector to leverage the **international standards system** and use standards as a **policy and business tool** in digitalizing priority sectors (trade, financial services, healthcare, energy, and government's own projects).



# ● Thank you

## Contact

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To learn more about the stories behind the standards  
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BSI Whitepaper: The role of  
standards in supporting the  
transition to a digital economy  
and facilitating digital trade

Transforming systems using standards

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