

# Annex

## Lessons Learned Case Studies

Below, we highlight valuable insights from our members regarding the challenges faced during project implementation, offering diverse perspectives on the obstacles encountered and, in some cases, the strategies employed to address them.

### CASE STUDY 1

#### AstraZeneca: Using AI-based Software to Screen Millions of Patients Globally

##### About

In 2022, AstraZeneca partnered with the health-tech start-up Qure.AI to use AI-based software to scan chest X-rays from 5 million patients globally and improve referral and diagnostic pathways for patients with potential lung cancers. This initiative forms part of a broader commitment to pioneering accessible digital solutions in health and education, aiming to stage-shift and improve early-stage detection and diagnosis of diseases.

##### Impact

- 3.9 million patients screened for high-risk lung nodules (as of December 2024), on track to reach the 5 million commitment
- Deployed Qure AI screening technology in 30+ countries globally.
- Implemented in over 140 healthcare institutions, with a 50% split between public and private care.

##### Lessons learned

- 1 Early Detection is Critical, but Patient Pathways Must be Comprehensive: Lung cancer is the leading cause of cancer deaths worldwide. Mortality rates are often high due to detection of disease at a later stage, with 10% to 20% five-year survival rate. Early-stage detection and diagnosis can drastically improve patient outcomes. Qure Ai targeted underserved communities in countries like India, the Philippines, and Vietnam to achieve significant impact. Scaling this technology has been successful, but identifying the risk of lung cancer is just the beginning. To drive meaningful impact, it is essential to address the entire patient journey- connecting identification, diagnosis, and treatment to ensure that healthcare systems are transformed into integrated ecosystems that connect the care pathway and 'close the patient loop.
- 2 Demonstrating X-Ray Effectiveness Through Evidence-Based Research: Another challenge has been demonstrating the effectiveness of X-ray for risk stratifying high-risk patients, particularly in incidental screenings for lung cancer. To address this, AstraZeneca initiated the CREATE study to build evidence and real-time data for measuring impact.



# Telefonica: Connecting Remote Communities in Peru

## About

Internet para Todos (IpT) is a collaborative venture by Telefónica, Facebook, IDB Invest, and CAF (Development Bank of Latin America), dedicated to extending mobile broadband connectivity to rural and underserved areas in Peru.

## Impact

To date, IpT has connected 1,446,801 people in previously unconnected communities across Peru.

## Lessons learned

- 1 **Sustainable Connectivity:** Initially, IpT connected millions using its own resources. However, operating antennas in remote, low-population areas proved unsustainable. To address this, the Juntos Conectamos initiative was launched, co-financing connectivity projects with NGOs, banks, and financial institutions.
- 2 **Government Collaboration:** Supportive regulatory frameworks are essential for technology expansion. The Peruvian government's enhancement of the Obras por Impuestos (OXI) mechanism has enabled private companies to develop infrastructure in exchange for tax incentives.
- 3 **Renewable Energy Solutions:** Harnessing solar panels and exploring other renewable energy sources, IpT ensures sustainability while powering broadband access in remote areas, bridging the digital divide.
- 4 **Innovative Transport Networks:** IpT employs Starlink's LEO satellite service for backhaul and is advancing terrestrial networks in the Peruvian Amazon to overcome transport limitations.
- 5 **Cost Reduction:** Infrastructure sharing, such as multi-operator towers, lowers energy, maintenance, and operational costs.
- 6 **Community Impact:** IpT evaluates how connectivity improves quality of life, financial inclusion, education, and local businesses.
- 7 **Cultural Relevance:** To combat misinformation in Quechua-speaking regions, IpT provides training and internet awareness programs in native languages, fostering trust and understanding of digital benefit.



## CASE STUDY 3

### **Telefonica: Transforming the World through Education**

#### **About**

ProFuturo, an educational innovation program by Telefónica Foundation and “la Caixa” Foundation, aims to use technology to bridge the global educational gap by delivering quality education to children in vulnerable regions across Latin America, the Caribbean, Africa, and Asia.

#### **Impact**

Since its launch in 2016, ProFuturo has directly impacted 4.7 million students and trained 1.6 million teachers. Recent reports highlight:

- Enhanced Learning Competencies: 76% of teachers report significant improvements in students’ digital skills, while 73% note advances in curricular competencies.
- Reduced Absenteeism: 91% of students report increased motivation to attend school, and 83% of teachers observe fewer absences.
- Increased Effort and Engagement: 95% of students indicate they work harder due to the program’s influence.
- Classroom Transformation: 75% of teachers have integrated technology and digital resources into their teaching practices.

#### **Lessons learned**

- 1 Effective Use of Technology: Properly integrating digital tools into classrooms enhances both digital and curricular competencies.
- 2 Teacher Development: Ongoing professional training empowers teachers to effectively use digital tools and methodologies to better engage students and improve learning experiences.
- 3 Adaptability: Flexibility in program design ensures it meets the diverse needs of students and teachers in different regions.
- 4 Collaboration: Strategic partnerships with institutions and companies amplify the program’s reach and impact.

## CASE STUDY 4

### **BBVA Microfinance Foundation: Fostering Entrepreneurial Growth in Latin America**

#### **About**

The BBVA Microfinance Foundation works for a better future for vulnerable entrepreneurs.

#### **Impact**

To date, through its Microfinance Institutions, it has supported over 6 million people and disbursed more than \$20 billion in loans to drive progress (2007-3Q2023).

#### **Lessons learned**

- 1 Socio-economic progress takes time: A key lesson learned is that achieving meaningful impacts, particularly in poverty alleviation, requires sustained effort and patience. Interventions need to be designed with a long-term horizon to ensure effectiveness. Moreover, fostering long-term relationships with clients -grounded in proximity, accompaniment and listening- is essential to achieving these impacts, which are further supported through the integration of digital tools.
- 2 Digital Transformation as a Catalyst for Financial Inclusion: Digital transformation offers significant opportunities to enhance financial inclusion and serves as a strategic foundation for customer-centric microfinance models. By leveraging digital tools, the BBVA have been able to gain a deeper, more systematic understanding of our customers, enabling us to tailor our value propositions to their specific needs. This shift has also improved management processes and the quality and quantity of data collection, making operations more efficient while maintaining a strong focus on meeting the real needs of the entrepreneurs.



## Digital Promise: Improving Blended Learning in Remote & Hybrid Environments in Haiti

### About

This blended learning program, which focused on experimental science and social science for grades 1, 2 and 3 in 12 rural primary schools in Haiti's Mirebalais and Gonaives regions, aimed to enhance Haitian teachers' ability to integrate technology into instruction, provide culturally relevant digital content, and improve broadband connectivity for schools.

### Impact

It impacted over 100 educators and 1,650 students across 12 schools, leading to improvements in educators' blended learning skills, broad satisfaction with digital tools, and enhanced student engagement and learning. The use of culturally relevant, mother-tongue content resulted in significant learning gains, especially for students with lower baseline knowledge.

### Lessons learned

The project faced challenges, such as security issues and funding uncertainty, which are common in remote digital learning contexts. Key lessons learned include:

- 1 Focus on cost-effective, sustainable solutions: Infrastructure and technology can be costly, so prioritize sustainable models. For example, Digital Promise is piloting an open-source, offline-first platform to offer affordable, scalable solutions for administrators, teachers, and students, including at schools without reliable internet access.
- 2 Emphasize local capacity building: Adopt a hyper-local approach that leverages community expertise and local talent. In Haiti, the organisation hired staff from the rural zones where our target schools were located and enhanced their skills to use the technologies put in place.
- 3 Build on existing assets and community partnerships: Utilize established networks and community resources instead of creating entirely new systems. Engaging pilot communities deeply throughout planning, implementation, and improvement ensures realistic expectations and community-led decision-making.
- 4 Scale deeply before scaling broadly: Focus on meaningful impact by fostering strong partnerships, drawing on cultural and community wisdom, and developing a robust network of diverse allies before expanding.



## CASE STUDY 6

# DANA: Empowering Indonesian Female Entrepreneurs to Thrive in the Digital Economy

### About

SisBerdaya is a local initiative dedicated to supporting Indonesian women entrepreneurs, focusing on ultra-micro and micro businesses. It enhances their business management and digital skills, fostering competitiveness and innovation in the digital economy. The program offers valuable mentoring and grant opportunities to support their growth and success.

### Impact

This program has significantly empowered women entrepreneurs, resulting in notable improvements in their business knowledge and skills, as evidenced by an impressive overall program score of 4.93 out of 5. Beyond direct participants, the program has inspired a broader community to support women-led businesses. Moreover, the program's curation has unearthed a wealth of entrepreneurial potential across diverse sectors, from food businesses to innovative technology solutions, demonstrating the vast opportunities available for women in entrepreneurship.

### Lessons learned

Bridging the digital divide is critical to helping women entrepreneurs connect with customers, access market insights, and efficiently manage their businesses through digital literacy. However, implementing effective programs that empower women-led MSMEs requires a comprehensive approach that addresses key challenges.

The primary lessons include:

- 1 **Financial Challenge:** Many women entrepreneurs encounter financial challenges, including limited access to traditional banking services. By offering inclusive financial solutions, such as digital payments, loan and savings options, paired with comprehensive financial literacy training, Sis Beryda has helped women build sustainable, thriving businesses. This approach also plays a key role in promoting greater financial inclusion within underserved communities.
- 2 **Tailored Training:** Many women entrepreneurs lack basic business knowledge. Customized training programs equip them with the skills to scale their businesses, increase profitability, and achieve sustainable livelihoods.
- 3 **Social Barriers:** Fostering initiatives like mentorship programs, can help women navigate and overcome cultural norms, creating opportunities for them to flourish both economically and socially.



## CASE STUDY 7

### Global66: Empowering Global Citizens and Enterprises with Seamless Financial Solutions

#### About

Global66 is a global financial platform for Latin American individuals and small and medium-sized enterprises (SMEs).

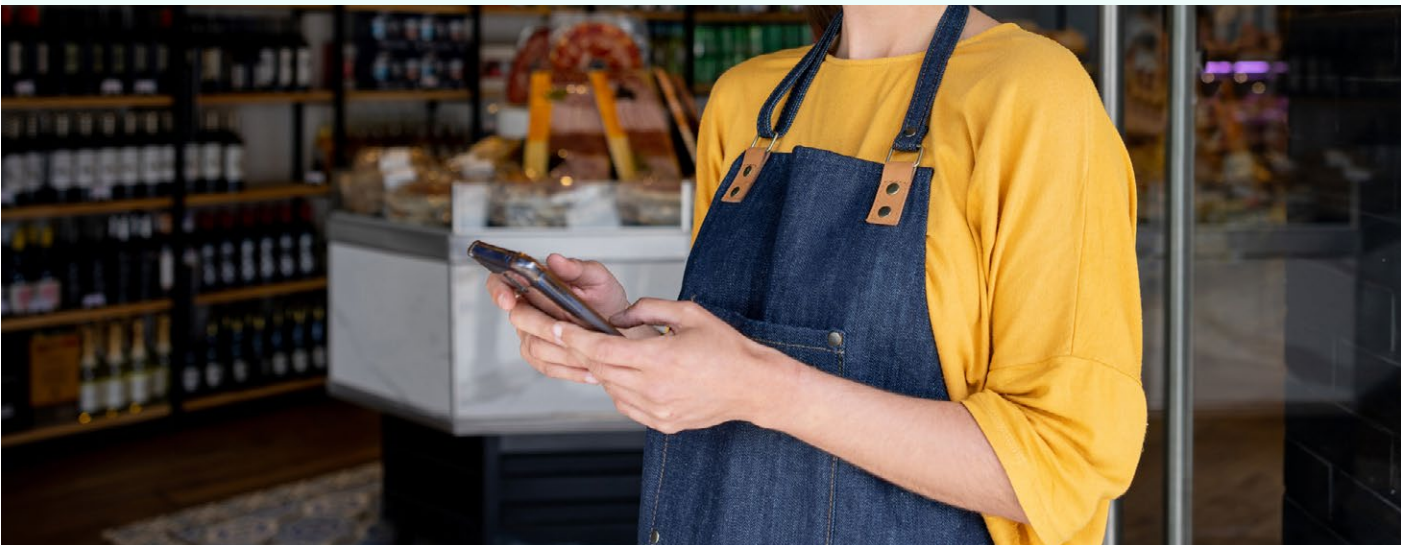
#### Impact

This platform has empowered over 1,400,000 individuals and 11,000 businesses to access global financial services seamlessly, enabling them to thrive as global citizens and Enterprises.

#### Lessons learned

From Global66's experience, three key lessons emerged:

- 1** Strengthening Trust: Trust is foundational for digital financial products. Both individuals and businesses need to feel confident in the security and reliability of the service. To address this, Global66 developed targeted campaigns, along with global partners and celebrities emphasizing transparency, security, and success stories from individuals and businesses to build trust.
- 2** User Awareness: Educating users whether global citizens or businesses—about the features and benefits of tools like local account numbers and IBANs is essential to driving adoption. Incorporating feedback loops with our users allowed Global66 to better understand their needs and make intuitive product adjustments.
- 3** Product Hygiene and Robustness: Ensuring a seamless and error-free product experience builds credibility and enhances usability. Ongoing investment in technology and operational excellence ensured Global66 maintained high standards of quality and reliability.



## CASE STUDY 8

### HP: Advancing Digital Equity for an Inclusive Future

#### About

HP is committed to advancing digital equity to ensure everyone has equitable and inclusive access to the tools, skills, and knowledge needed to thrive in the digital economy and the future of work. Through innovative partnerships with organizations like Girl Rising, 1 Million Teachers, and Global YMCA, as well as programs like the Digital Equity Accelerator and HP LIFE, HP aims to foster equitable access to education and economic opportunities.

#### Impact

This initiative has reached 45 million beneficiaries.

#### Lessons learned

- 1** Digital Equity is a Holistic Challenge: A key insight gained is that digital equity has no singular definition and remains one of the most comprehensive challenges of our time. Addressing this issue requires a multifaceted approach that tackles several factors simultaneously, including access to technology, digital literacy, and high-quality content. For example, while hardware and connectivity are critical, investing in digital literacy ensures individuals can use these tools effectively and participate equitably in the future of work. We see this exemplified today in our investment toward advancing “AI for good” globally. This holistic approach helps prevent gaps where certain groups might still be left behind despite having access to technology.
- 2** Collaboration is Key: Achieving digital equity demands collaboration across education, government, and private industries. Strategic partnerships with diverse stakeholders are essential to advancing progress and ensuring that no group is left behind.

## CASE STUDY 9

### World Literacy Foundation: Empowering Youth through Literacy and Digital Education

#### About

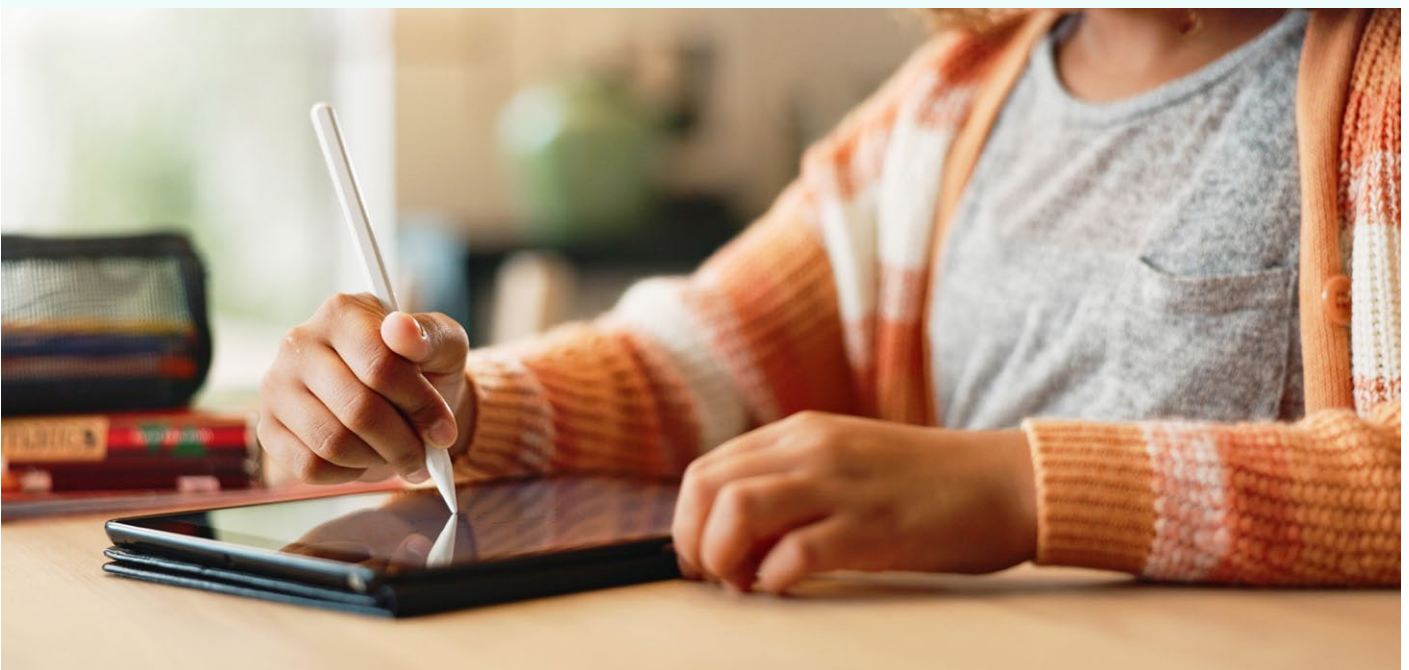
The World Literacy Foundation is dedicated to eradicating illiteracy for children and young people in Africa, Australia, USA and Latin America, providing them with access to online educational technology and literacy content to enhance their job readiness. The organisation promotes literacy and digital literacy through innovative educational technology, ensuring students receive personalised content and learning approaches tailored to their unique needs.

#### Impact

As part of our commitment to the 1 Billion Lives Challenge, which focused specifically on enabling digital transformation and take-up of literacy development for underserved young people, the organisation has reached and positively impacted 300,000 underserved youth.

#### Lessons learned

The World Literacy Foundation's initiatives in Africa and Latin America often demand more resources than what our partners can provide. A key challenge is the lack of reliable connectivity and limited availability of devices—both of which pose significant barriers to successful project implementation. Insufficient device availability, in particular, has hindered our ability to scale projects effectively in these regions. Collaboration has been crucial in addressing these obstacles, as demonstrated by partnerships with organisations like Amazon, which generously provided 500 devices to support our efforts.



## CASE STUDY 10

### NEC: Driving Inclusion Through Digital Identity

#### About

NEC is a leading ICT solution provider, whose purpose is to promote safety, security, fairness, and efficiency, fostering a sustainable world where everyone can reach their full potential. To achieve this, NEC develops digital identity solutions, ensuring secure and reliable proof of identity for all.

#### Impact

By utilising technology that functions effectively offline, NEC has been able to ensure that accurate digital IDs remain accessible in areas without internet, enabling timely and appropriate support. Collaborations with international organisations, NPOs, and governments have been key to achieving results, such as successfully providing the world's first vaccine distribution with fingerprint authentication for children.

#### Lessons learned

- 1 **Bridging the Access Gap:** One of the key challenges was enabling the use of ICT and digital tools among individuals with no prior access. To address this, NEC engaged directly with local communities, providing training programs tailored to their digital literacy levels. This approach empowered individuals to understand and utilize digital solutions effectively, fostering greater inclusion.
- 2 **Combining Digital and Physical Solutions:** In regions where the digital environment is underdeveloped, NEC adopted a hybrid approach by integrating digital tools with physical alternatives. For instance, Smart Cards were used for e-vouchers to ensure seamless service delivery. This strategy was able to meet the diverse needs of the population, ensuring inclusive participation and effective implementation of digital initiatives.

## Digital Opportunity Trust: Placing Young Women at the Center of Inclusive Growth

### About

Daring to Shift (D2S), in partnership with Global Affairs Canada, catalyzed youth leadership and community empowerment by enhancing resilience and economic inclusion, particularly for young women. Over four years, it supported youth in Kenya, Rwanda, Tanzania, Uganda, Malawi, Zambia, Ghana, Jordan, and Lebanon through initiatives in community leadership, digital business, digital jobs, and social entrepreneurship.

### Impact

D2S directly equipped 44,681 youth participants (29,256 women, 15,425 men) with digital and livelihood skills, with 88% increasing their income and business profits by 20% or more. The project engaged 167 Community of Practice Partners and indirectly reached 111,205 beneficiaries.

### Lessons learned

- 1 Achieving youth empowerment through digital tech requires identifying local partners and enabling youth to leverage their resources. Success depends on working within a supportive partner ecosystem.
- 2 Results in gender equality and women's empowerment must be integrated at multiple levels throughout the project to meet diverse target group needs.
- 3 Flexibility is key, as varying programme contexts influence popularity and effectiveness, particularly with rapidly changing digital technologies and skills needs.
- 4 Combining hard and soft skills is vital for youth empowerment. For women, soft skills build confidence, enabling them to use their hard skills in new ways, such as mentoring, and elevate their social status as role models.
- 5 A networked approach through Communities of Practice fosters sustainability by promoting local ownership and ongoing collaboration in gender equality efforts beyond project timelines.
- 6 DOT's responsive approach empowered youth leaders to create lasting impacts by investing in their skills and businesses. Youth gained relevant skills that they continue to apply in their careers, businesses, and communities



## 📌 Fraser Health: Opening the Gateway to a New Era in Health Care through Predictive and Prescriptive Health Analytics

### 📖 About

Fraser Health's Digital Front Door acts a primary point of entrance – or front door – to health care, where patients can access services that cover the whole range of health care needs. This service allows users to ask for a callback from an Urgent and Primary Care Centre nurse.

### 🎯 Impact

The Digital Front Door initiative is fundamentally reshaping the way health care is accessed and delivered. By integrating advanced health analytics, it empowers patients with proactive, personalized care recommendations, ensuring they receive the right service at the right time. This shift from reactive to proactive care management not only improves health outcomes but also enhances operational efficiency by streamlining administrative processes and reducing unnecessary visits to urgent care or emergency departments. The platform's ability to integrate with key functions—such as appointment scheduling, real-time feedback, and emergency department wait times—ensures a smooth, interconnected patient experience.

### 🎓 Lessons learned

A key lesson from the Digital Front Door initiative has been the need to integrate it within the broader health care innovation ecosystem, rather than treating it as a standalone tool. Initially designed to guide patients to services, it now connects with critical functions like self-booking appointments, receiving reminders, viewing Emergency Department wait times, accessing resources, capturing real-time feedback, and providing AI-powered chatbot support. This interconnected approach ensures seamless care and a more cohesive patient experience.

To fully capitalize on its potential, focus on progress over perfection—prioritizing iterative improvements, targeting high-impact pathways, and scaling gradually. Enhancing multi-lingual features and addressing cultural barriers are essential to ensure accessibility for diverse demographics. By adopting an agile, inclusive approach, the Digital Front Door can enhance patient engagement and deliver lasting value across the care continuum.





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